SOUTHERN AUTOMOTIVE JOURNAL

SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES

JANUARY, 1956

Reducing When You Must

page 49

Corralling the Shop Volume

page 59

New Fuel Injection System

Contents, page 3



•In Perfect Circle's 2-in-1 Chrome set, the top compression ring is specially designed to perform where pressures are greatest, heat is highest, lubrication poorest.

•The new Type "98" oil ring with self-expanding spacer assures uniform seal against the cylinder wall. In addition to this important feature, it provides a positive side sealing action on the ring groove.

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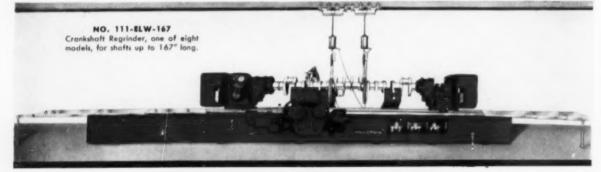
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Volume 36

Number 1

BIGGEST, MOST PROFITABLE PERMATEX DEAL EVER!

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PERMATEX Cooling System Products

No. 77L Cooling System Cleaner and Conditioner

No other product like it—a complete cooling system service in one package. Cleaner (in top of can) cleans out rust and scale—dissolves oil and grease. Conditioner (in bottom) stops rust reforming—stops leaks and seepage. Quick and easy to use—one less flush than with other products.



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A liquid cleaner for badly neglected cooling systems. Quickly dissolves rust, scale, lime—completely restores radiator circulation.



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Stops leaks and seepage in radiators, pump connections, and water jackets. Compatible with all anti-freezes.



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Here's a "must" for every cooling system job. One can in the radiator affords full protection. Lubricates water pump parts—eliminates noise—reduces wear—prevents further rust and scale deposits.



No. 40D Block and Head Sealer

Effectively seals cylinder cracks, split valve seats and parts, and cracks in water jackets and cylinder heads.



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Hastings Oil Filter Cartridges keep oil clean of filter change to filter change to filter change when replaced as normally recommended.

The reason is ... Densite

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WITH DENSITE

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Densite—an amazing new type of filtering material—is made of millions of selected raw cotton fibres, pressure packed so oil must flow through countless tiny openings, pass many surfaces of fibres. The most microscopic abrasives cling to these fibres—and stay there!

Install a Hastings Cartridge next time you change a car's oil and recommend replacement at normal periods. You'll pick up profitable repeat business—and your customers will have clean oil all the time!

HASTINGS MANUFACTURING CO. . HASTINGS, MICH.
Oil Filters, Piston Rings, Casite, Wear Reducer, Spark Plugs

SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 36

JANUARY, 1956

No. 1

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Vice-Pres., Editorial Director T. W. McALLISTER Business Manager A. P. ROBERTS

Advertising Manager ROBERT E. YARBROUGH, JR. Production Manager J. A. MOODY

J. A. MOODY
Circulation Director
REDFERN HOLLINS

Editor WILLIAM C. HERBERT

Assistant Editor
C. W. DOOLEY
Technical Editor
E. M. LOWERY
Southwestern Editor
BARON CREAGER

(1305 National City Bldg., Dallas 1, Texas)

Business Representatives

Chiengo: E. A. McGinty, 333 N. Mich. Blvd. Tel, CEntral 66964.
Philadelphia: L. R. McCarty, P. O. Box 171, Bryn Mawr, Pa. Tel.
LAwfence 53894. Norwalk, Conn.: Karl H. Mayrrs, 11 Ale Wives
Rd., RFD 2, Tel. TExple 8-2187. New York Tel. TRafelgar 3-6100.
Cleveland: W. G. Sherhan, 17021 Amber Drive, Cleveland 11, Onio.
Tel. Winton 1-1306. Los Angeles: L. B. Chaptella, 810 8. Robertson Blvd., Los Angeles 35. Tel. CRestview 4-5151. Gastonia, N. C.:
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Texas: Baron Creager, 1305 National City Bldg. Tel. Randolph
7673. Miami, Fla.: Ray Rickles, 814 Chamber of Commerce Bldg.
Tel. 9-1495.

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There's no substitute for the right plier when you need it. And from PROTO's huge line, you can choose exactly the ones you'll need—standard types, slip-joint, midgets, side cutters, end nippers, and a host of special-purpose pliers. All are sturdily made of fine steels, and have a good "feel", powerful leverage, and comfort-

able, positive-grip handles. Buy the pliers you need from your PROTO dealer! Send 10¢ for catalog of entire line to

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Automotive SPOTLIGHT

January, 1956

How many cars will be made in '56 and, more important, how much net profit? The cars will total 6,500,000 to 7,050,000, if you're to believe what a lot of the factory executives are predicting, but they're not talking much specifically on the score of the profit upcoming this year. It's going to be a big market for the volume operators—the ones willing to move units in mass quantities for a small per-unit profit—if market analysts can be trusted.

The year's production dragged 55,000 cars behind the 8,000,000 figure which had been anticipated by mid-1955. But this total—a new high-water mark of 1,300,000 above the earlier record set in 1950—can be expected to pale a few years hence when the population rise is translated into more purchasing power.

Automobile bootlegging and excessive credit will be among the topics up for an airing before the senate commerce subcommittee which opens its hearings Jan. 19 into what Senator "Mike" Monroney (D-Okla.) terms "factory mistreatment" of car dealers. The group already has collected preliminary information from about 20,000 of the country's 42,000 dealers. He said dealers have complained of "pressure" to "take more cars than needed."

The hearings may find a mighty big audience on some days, since the annual convention of the National Automobile Dealers Association will be held in Washington Jan. 28 through Feb. 1. Ten thousand or more persons will be attending the convention, which next year will be held in San Francisco Jan. 26-30.

Are better roads really coming? Congress, now back in session, bogged down in the political mire last year. Meanwhile, our population has increased 2,800,000--and Americans, new and old, don't usually walk. Motor vehicle registrations have increased 2,700,000 and traffic on the highways has increased 5.5%. Highway legislation may be among the first major issues considered this session, according to Chairman George Fallon (D-Md.) of the house roads subcommittee.

There's a new manager for Automotive Wholesalers' Association of Louisiana. He's Herbert R. Witty, who's succeeded "Hank" Hilzim, now with the state restaurant association.

Shop volume can be expected to climb higher this year, considering the higher registrations and the expanding economy. There are going to be more wheels rolling more miles and that means more wheels rolling into shop doors for maintenance and repairs. Replacement parts sales will, of course, rise correspondingly.

The new Corvette, introduced this month, sports the first transistorized radio on a production car, Chevrolet reported. In radio, transistors replace vacuum tubes and the vibrator is eliminated. Smoother and wider tonal range is possible and less current is required.



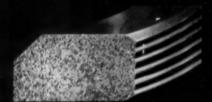
To the mechanic who is PROUD of his ring jobs!

There's more reason to be proud when you install

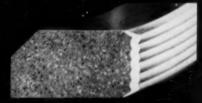
Sealed Power KromeX

Whether it's a passenger car, truck, or bus, it will start easier, break in faster, save more oil, and travel more thousands of miles more economically with Sealed Power KromeX Ring Sets!

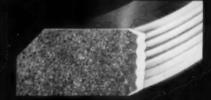
HERE'S PART OF THE REASON:



A good chrome ring must be a good ring before the chrome is applied. This Sealed Power ring of chromealloy cast iron has the face especially machined for permanent bonding of solid chrome, with oil-retaining grooves for better lubrication.



The solid chrome face is plated on by Sealed Power's own special process, to an actual average thickness of .004—so firmly bonded that it can never flake off to damage cylinder walls. Note the oil-carrying grooves after plating.



After plating, every Sealed Power Chrome Ring is factory-lapped to a light-tight finish for quick seating and instant oil control. No waiting for hundreds of miles for rings to break in. This lapping equals 300 to 500 miles of actual road wear.

STALED POWER CORPORATION . MUSKEGON, MICHIGAN



Sealed Power Piston Rings

BEST FOR RE-BING! BEST FOR RE-BORE

Sealed Power Morar Parts...The Heart of the Engine - Rings, Pistoms, Pins, Sleeves, Valves, Water Pumps



Automotive

MARKETS



A major factor in Studebaker's largest order backlog since 1950 and an estimated 300,000-person initial attendance in Southern dealers' showrooms was the most extensive dealer advertising display and merchandising package in the last six years, according to General Sales Manager William A. Keller, shown here with some of these materials.

Studebaker Looks toward the South As "Fastest Growing Market" in '56

THERE is every indication that the South will continue to be StudeLaker's fastest growing market this new year."

That's the word from William A. Keller, general sales manager of Studebaker Division, in a special report to Southern Automotive Journal.

In making his analysis of prospects in the South, the official cited basic strength factors in the long-term outlook there for car sales in the low-price field. By 1960, he said, indications are that:

The number of families with incomes over \$3,500 a year will increase 60%.

Families will spend 5.5% of their disposable income for automobiles. Car ownership will rise to 80%

of total families.

The number of two-car families will approach 20%, with this trend accelerated by continued population shifts to suburban areas.

The number of families in the South will increase by approximately 2,000,000.

Nationally, there will be a 10million-car market annually.

Over 300,000 Southerners attended initial Studebaker dealer showings and orders have continued to come at a rate that shows the highest public interest in Studebaker cars in the past six years, he said. He termed this "the biggest bloom of success greeting a Studebaker announcement in the South since 1950."

Almost one-third of Studebaker's 36,000-order backlog built up within the first two weeks following public introduction of 1956 models in early December came from Southern dealers, Keller reported.

This immediate response in dealers' orders to Studebaker's return to American look-big car styling, coupled with its introduction of a full line of high-powered sports-type cars, looks to a continued uptrend in Studebaker sales in the South in 1956, he said. The

upturn in Studebaker car sales in this market began in 1955 when dealer shipments by year's end were 31% ahead of the same period in 1954 and 20% greater than the increase nationally in sales.

Keller said the orders for the big family car sedan and station wagon series were double the total for the introduction period a year ago in the South. Nearly 20% of the initial 1956 orders were for the four models in the new sportstype line.

Most popular model with Southern dealers appears to be the toppriced President four-door sedan, with 18.9% of the total orders. This particular car has the highest horsepower and longest wheelbase in its price class for 1956.

In the sports-type line, 10% of initial orders was for the line-leading 275hp Golden Hawk, substantially exceeding the company's advance estimate, Keller said, although distribution throughout the South of the new Hawks had not been completed as he spoke.

In support of dealer sales programs on the new cars, Keller said the division would step up advertising and merchandising programs in Southern markets 70% over last year. The campaign, he said, would be the largest in company history in the South, with newspapers getting 32% of the budget, increased market coverage with television, a 20% increase in direct mail, and a new billboard campaign.

Other new marketing steps include an expansion of the division's field representation to include 20% more dealers in this area. Some 100 new Southern dealers have been franchised since October 1, which he attributed to the immediate public acceptance of the new models.

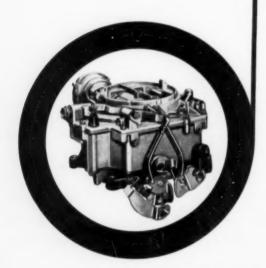
Buick Expands Market

Frank M. Leigh, zone manager at Charlotte, N. C., has been named to head the new Jacksonville, Fla., zone for Buick Motor Division. Increased sales volume necessitated the office, officials said.

If all cars with Rochester Carburetors were painted orange



the Los Angeles Freeway would look like this!



Rochester gives 'em the gas! Nearly half the new cars on the road today are "fed" by Rochester Carburetors. These modern high-compression engines are assured of the right mixture of gas and air to deliver top performance in every driving situation. Rochester Carburetors are rugged and responsive from pickup to passing speed . . . in freezing cold or blazing heat. They're dependable, durable and specifically designed to feed the world's finest engines. That's why you'll find Rochester Carburetors on the new Cadillac, Buick, Oldsmobile, Pontiac and Chevrolet!

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ROCHESTER
PRODUCTS
DIVISION OF
GENERAL MOTORS
CORPORATION
ROCHESTER N.Y.





Automotive

NEWS BRIEFS

NASCAR and SAFE Join; Bill France Is Head

THE National Association for Stock Car Auto Racing, Inc., and the Society of Auto Sports, Fellowship and Education, Inc., have combined forces with the result that over 2,000 races are scheduled in 1956.

The merger to operate races from coast to coast and in Canada was recently completed by Bill France and Ed Otto, president and vice-president of NASCAR, and charles E. Scharf and Harry Redkey, president and secretary of SAFE.

France and Otto will continue in their present positions, with Redkey named vice-president in charge of the late-model national convertible championship division and Scharf as a member of the National Stock Car Racing Commission.

The merger made all members of SAFE immediately eligible for membership in NASCAR. Headquarters will be retained in Daytona Beach, Fla. Looking Ahead

Jan. 28-Feb. 1 — Annual convention of National Automobile Dealers Association, Sheraton Park and Shoreham Hotels, Washington.

Feb. 6-9—29th annual National Auto Accessories Exposition, Navy Pier, Chicago.

Feb. 21-22 — Annual convention of Motor and Equipment Wholesalers Association, Sheraton Palace Hotel, San Francisco, Calif.

Feb. 21-22—Annual convention of National Standard Parts Association, Hotel Mark Hopkins, San Francisco, Calif.
Feb. 23-26 — Pacific Automotive

Feb. 23-26 — Pacific Automotive Show, Civic Auditorium, San Francisco, Calif.

Feb. 27—Annual convention of Louisiana Automobile Dealers Association, Hotel Roosevelt, New Orleans.

March 11-12 — Spring convention of Automotive Wholesalers of Oklahoma, Biltmore Hotel, Oklahoma City.

City.

March 14-15 — Spring convention of
Virginias - Carolinas Automotive
Wholesalers Association, O. Henry
Hotel, Greensboro, N. C.

April 6-8—Annual convention of Independent Garage Owners of A- merica, Hotel Lassen, Wichita, Kan. May 10-13—13th Southwest Automotive Show, Coliseum, Houston. May 12-13— Annual convention of

May 12-13 — Annual convention of Independent Garagemen's Association of Texas, Houston. May 24-25 — Biennial Southeast Au-

May 24-25 — Biennial Southeast Automotive Show Conference, Asheville N.C.

ville, N. C.
May 26-28 — Annual convention of
South Carolina Automobile Dealers
Association, Ocean Forest Hotel,
Myrtle Beach.

June 3-6—Annual convention of Automotive Engine Rebuilders Association, Hotel Sherman, Chicago.

sociation, Hotel Sherman, Chicago. Sept. 20-22 — Annual convention of Automotive Parts Rebuilders Association, Edgewater Beach Hotel, Chicago.

Sept. 30-Oct. 2—Annual convention of Tennessee Automotive Association, Gatlinburg.

Oct. 21-22 — Annual convention of Oklahoma Automobile Dealers Association, Skirvin Hotel, Oklahoma City. Oct. 21-23 — Annual convention of

Oct. 21-23 — Annual convention of Florida Automobile Dealers Association, Fort Harrison Hotel, Clearwater.

Oct. 25-26 — Annual convention of Automotive Wholesalers of Texas, Dallas.

Jan. 26-30, 1957 — Annual convention of National Automobile Dealers Association, San Francisco, Calif.

April 25-27, 1957 — Biennial Southeast Automotive Show, Dinner Key

Auditorium, Miami, Fla.

May 9-12, 1957—Midwest Automotive
Service Industries Trade Show, St.
Louis, Mo.

"Ahh, I won't eat 'em! They're all last year's models."



J. Howard Reed became executive secretary of Automotive Electric Association, Detroit, Jan. 1, to succeed Spencer W. Potter, who retired for reasons of health.



ONLY THOR OFFERS AN IMPACT WRENCH

FOR EVERY JOB! I

Automotive service industry's largest choice

THOR NO. 55 SPEEDWRENCH The fastest selling impact wrench on the market

ELECTRIC IMPACT WRENCHES







RIGHT ANGLE ATTACHMENT

Can be used on ANY $\frac{1}{2}$ * Square Drive impact wrench either air or electric. Compact size assures reaching those hard-to-get places in engine and body work.



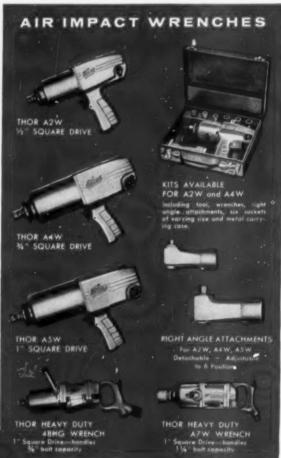


Kits available including tools, carrying case, variety of hexagon sockets.

INCREASE your profits and speed up bolt set-ting and removal on engine and wheel jobs -body and frame work.

Pick out the impact wrench you want and ask your Thor automotive jobber for a free trial.

Remember all Thor automotive air and electric tools can be purchased on an easy payment plan.



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Garagemen of Entire United States Expected at April Wichita Meeting

G ARAGEMEN from all sections of the United States are expected to attend the annual convention of the Independent Garage Owners of America at Hotel Lassen, Wichita, Kan., April 6-8, Executive Director Ralph H. James reported.

"There can be but one purpose of this convention: Improvement of the independent chain of distribution, which will help make our future more secure," the former Tulsa, Okla., garage operator said.

He invited to the meeting "all independent automotive parts manufacturers, independent parts wholesalers and independent garage owners who are members of IGOA or those who are eligible for membership."

He said:

"They are invited if they are a part of the independent chain—independent manufacturer, independent wholesaler or independent garage owners regardless of membership at present. The registration fee of \$7.50 a person will include the right of attending all general meetings and the banquet. Advance registrations can be made by writing to the convention chairman, Mr. Ernie Welborn, 1911 Woodland, Wichita 3, Kan. Hotel reservations should be made well in advance to Mr. Tommy Thompson, manager, Hotel Lassen.

"This will be the first convention of its kind since the inception of the automotive repair industry. The speakers are nationally known and the subjects are pertinent to the improvement of our business.

"This will be the first time that the independent garageman will ever have had the opportunity of meeting and talking with others who are engaged in this business from all parts of the United States.

"The independent manufacturer and the independent jobber will have the opportunity of becoming better acquainted with the garageman and therefore should better understand his problems,"

The Automotive Wholesalers Association of Wichita is sponsoring the entertainment at the banquet and has also voted to assist IGO-

Kansas in developing its member-ship.

"We will need many wholesaler associations and manufacturers to assist if we expect to become truly a good, effective organization," James said.

The program has tentatively been shaped to this extent:

Friday, April 6: Registration 4 to 8 p.m. Conference and committee discussion to begin at 3 p.m.

Saturday, April 7: General convention opens at 9:30 a.m. After the welcoming address, a talk on "Shop Modernization" will be given by Edward Ford of New York, editor of Motor Magazine, followed by a film produced by Thompson Products, Inc., on the effectiveness of the Pennsylvania compulsory motor vehicle safety inspection law. William D. Snow will speak as a representative of the antimonopoly council. Frank Tighe, editor of Motor Age, will talk on effective public relations.

At the Saturday afternoon session James will give his progress report on the IGOA, followed by nomination and election of officers.

The Saturday evening banquet will open at 7:30 p.m. with an invocation, with William C. "Bill" Herbert, editor of Southern Automotive Journal, the master of ceremonies. An address will be delivered by O. C. Holaday, vice-president and manager of the service division of Ramsey Corp., St.

O. C. Holaday



Louis, Mo., on "How It Will Benefit the Independent Chain of Distribution to Work Together Through an Association," Installation of officers will follow.

At 8:30 a.m. Sunday the board of directors will hold its annual meet-

Bert Cook of Dallas, Texas, is president of IGOA. Other officers besides James and Welborn include W. R. Mayfield of Little Rock, Ark., and Johnnie Luton of San Diego, Calif., vice-presidents; Jack Spath of Detroit, secretary; C. W. Cruce of Tulsa, treasurer; Robert L. Pelletier of New Bedford, Mass., eastern regional director: Howard Eves of Pasadena, Calif., western regional director, and these directors: Jeff Newbill of Albuquerque, N. M., Paul O. Wilson of Toledo, Ohio, John R. Breneman, Jr., of Willow Street, Pa., Elry M. Welpman of Joplin, Mo., J. R. Wilson of Birmingham, Ala., and Robert W. Chase of Phoenix,

Mercury Places Venn In Washington Job

W STEWART Venn has been appointed sales manager of the Washington district of the Mercury Division, Paul R. Davis, eastern regional sales manager, announced. He succeeds H. M. Cunningham, who has been named special assistant for the regional sales office.

Venn, who has had 28 years in automotive selling, has been associated with the Mercury Division since June as executive assistant to the general sales manager. He started selling cars in Kansas City in 1927.

For the past four years he was vice-president of Central Services, Inc., Kansas City, Mo., in partnership with Berl Berry, Rudy Fick and C. V. Nichols in Lincoln-Mercury and Ford dealerships.

Oldsmobile Appoints Salmeri

Donald J. Salmeri has been named manager of the St. Louis zone of Oldsmobile Division to succeed H. J. McConnell, who has become zone manager at Chicago. Salmeri, who is a native of St. Louis, was former assistant zone manager there.

There's an AC Cap to fit most of your customers' needs . . .



AC GAS TANK FILLER CAPS, REGULAR AND LOCKING -AC RADIATOR FILLER CAPS, REGULAR AND PRESSURE -AC CRANKCASE FILLER BREATHER CAPS

Filler caps are always being lost, stolen, damaged, destroyed or just plain worn out. And there are so many millions of them in use that the replacement market is important to you. The AC line is engineered to highest standards and covers most automotive installations. Protect yourself with an ample stock of AC quality filler caps to meet your customers' needs.



Available quickly from your regular AC SUPPLIER



AC SPARK PLUG THE ELECTRONICS DIVISION OF GENERAL MOTORS FLINT, MICHIGAN

Air Conditioning Attracts More Shops' Attention

UTOMOTIVE service centers are turning more and more to air conditioning as a source of shop volume over the South.

Labor rates in some cases have been \$8 an hour.

Dealerships, garages and parts and equipment wholesalers are figuring in the picture, either in sales or service or both.

The labor rate is almost uniformly higher than that charged for normal automotive service. Some rates have been charged around double the usual flat rate, while some shops have established a charge of a dollar or more above the usual.

Fred Brandt Service Center, Montgomery, Ala., reported it installed around 40 units last summer. Fred Brandt said his garage, which employs several mechanics, expected to expand its activities in this field this coming season. His flat rate is \$3.50 an hour, but he charges more than this for airconditioning work.

His air-conditioning expert had had some experience in this field while working for a Montgomery dealership where Brandt himself was service manager at one time. The mechanic spent three days at the school operated by the airconditioning manufacturer whose line is handled.

"This is a good, profitable business and we want to expand our work in this field this next season," Brandt said.

GM Dedicates Last Of 30 Centers

*ENERAL Motors formally opened G the last of 30 GM training centers in Pittsburgh, Pa., last month. The first center was opened in Detroit Sept., 8, 1953.

The centers offer continuous instruction of mechanics to promote more efficient servicing of the modern automobile.

In the two-year span after the first training center was opened, some 100,000 GM dealership mechanics received detailed service training in the 29 centers. It is estimated that the 30 centers will train or retrain 150,000 men annually.



Pretty Miss Nonnye Babbitt was awarded the title of "Miss Florida Automotive Wholesaler" as one of the social events of the recent first annual convention of the Florida Automotive Wholesalers Association. She is the daughter of Mr. and Mrs. Clarence Babbitt, Genuine Auto Parts Co., Tallahassee. Sharing the spotlight with Miss Babbitt were Paul (left) and Lester III, sons of Lester Jaillet, Auto Parts Co. of Jacksonville. They were nominated the "FAWA swimming champs of 1955." Chief claim to the title appears to lie in the fact that practically every spare moment of their two-day stay in Orlando was spent in the indoor swimming pool of the Orange Court Hotel.

Arkansans Change Name And Elect Officers

NDEPENDENT Garage Owners of Arkansas, Inc., will be the new name of the Arkansas Auto Service Association, Inc., effective with the installation of recently elected officers Jan. 12.

Officers named for the 1956 term are Fred Walloch, Fred Walloch Garage, Little Rock, president; Forrest Wilson, Forrest Wilson Garage, North Little Rock, first vice-president; Wm. W. Blatter, Bill & Dub Garage, North Little Rock, second vice-president, and Wm. R. Mayfield, North Little Rock, secretary and treasurer of the group.

Directors elected were Gene Mc-Roberts, Bennie & Gene Garage, Little Rock, and Sam B. Dorr, Sam B. Dorr Garage, Little Rock, who will serve to January, 1957; Wm.



H. Rudd, Jr., Rudd's Garage, Little Rock, and Roy Pruett, Capitol Glass Co., Little Rock, who will serve to January, 1958, and Lonnie W. Reed, Reed's Garage, Little Rock, and Lawrence O. Kittle, Kittle's Garage, North Little Rock, who will serve to January, 1959.



N. A. D. A.
1956 CONVENTION
Washington, D. C.
JAN. 28 — FEB. 1



Nothing to it. Just give those cars away. Trade high, sell low. Finance on all the "crazy" terms you can. Maybe the customers will flock to your door. As long as you have a door.

But you can go the other way! Why not be both popular and successful? Those 1956 models will sell on merit. You can demonstrate sound value and sell sound value at a profit. You can arrange for financing on sound terms. You can be popular as a fair and solid dealer.

We can help. As *specialists* in auto financing we protect your good will, give *continuing* co-operation, fast approvals, a complete one-stop finance and insurance service. Get off to a good start in '56 with sound selling and sound Associates service.

The Old Sage says..

"Visit us and meet your friends in Associates Hospitality Suite 800-G at the Sheraton Park Hotel Annex. You're always welcome!"

(The Old Sage is a composite of all the successful dealers we've known in over a third of a century in the field.)



Associates Discount Corporation Emmco Insurance Company

South Bend, Indiana









Left to right: President Frank Yarnall of NADA, Executive Vice-President Fred Bell of NADA and Walter M. Kiplinger, the convention director. At extreme right is N. L. Watlington of Roanoke, Va.,

who will speak. Other speakers will include the two men below (top to bottom): James S. Dailey of Martinsburg, W. Va., and Robert D. Stewart of Arlington, Va. The association has around 30,000 members.

Dealer Meeting to Draw Throngs

THOUSANDS of franchised car and truck dealers from the South and Southwest are expected in Washington, D. C., Jan. 28-Feb. 1 for the annual convention of the 30,000-member National Automobile Dealers Association.

Southeasterners will appear prominently on the program, as will some of the best-known businessmen and political figures of the nation.

The ninth annual equipment exhibition will open at 9 a.m. Saturday, Jan. 28, at the Sheraton-Park Hotel. Service clinics will be held Saturday and Sunday, beginning at 2:30 p.m. Saturday.

On the Saturday afternoon clinic will be Robert D. Stewart of Arlington, Va., "Customer Relations;" N. L. Watlington of Roanoke, Va., "Used-Car Merchandising;" Charles E. Wilson of Washington, D. C., "The Service Manager and the Insurance Adjuster, and V. L. Thompson of St. Louis, Mo., "Your Ideas Can Cost You Money."

An amusing skit with a commercial point will be presented beginning at 10:45 a.m. Sunday, including Fred Smith, business management consultant from Cincinnati, Ohio, who has addressed a number of state dealer association conventions.

The Sunday afternoon service clinic will include P. James Deasy of Merchantsville, N. J., "Recruit-





ing, Training and Holding Mechanics:" J. S. Dailey of Martinsburg, W. Va., "New- and Used-Truck Sales;" I. B. Rosman of New Hyde Park, N. Y., "Customer Labor;" Chris Barth of Youngstown, Ohio, "Parts Sales;" Walter Hinegardner of Brooklyn, N. Y., "Bodies and Equipment," and Jerry Valliant of Salisbury, Md., "Management Control."

A musicale will be held at 8:45 p.m. at Constitution Hall, featuring the music of Rodgers and Hammerstein.

The convention will formally open Monday at 10 a.m. with President Frank Yarnall of Chicago presiding. Senator Joseph C. O'Mahoney (D.-Wyo.), who heads the senate judiciary subcommittee studying General Motors Corp., will speak at this session,

At the 2:30 p.m. Monday afternoon business session the speakers will include Dr. Charles F. Phillips, president of Bates College, Lewiston, Maine, and Fred Smith. They will discuss selling cars in today's

At the 10 a.m. business session Tuesday the first address will be by U. S. Secretary of Commerce Sinclair Weeks. A panel of NADA's "Young Executives" will

(Continued on page 142)

ARE YOU OVERLOOKING THESE FACTS ABOUT CYLINDER HEAD RESURFACING?



MILLING — not grinding — is the manufacturers' way of head surfacing!

For 20 years no car manufacturer has "ground" cylinder heads. Milling-type methods are used exclusively. The No. 85 restores the original surface finish.



MILLING - not grinding - permits positive stock removal control!

Stock removal control is a MUST on V-8 heads to maintain proper fitting of intake manifolds and engine balance. Only No. 85 has DIAL-O-MATIC control!



MILLING — not grinding — produces a positively flat surface!

16-Carbide tipped cutters on the precision-built No. 85 cutter head assures flatness to .001 all the way across (corners, tool)-Grinding cannot match it!



MILLING - not grinding - is free from heat distortion!

Cast iron warps when heated by grinding. Milling on the No. 85 guarantees no heat, a precision milled head, and a perfect gasket-mating surface.



SUMMING IT UP

These facts point up the "quality" difference between grinding and milling cylinder heads. The profit story can be gotten from any HEADMASTER user. Call in a Storm-Vulcan man right away.



STORM-VULCAN MODEL 85

...the <u>ONLY</u> Head Resurfacing Machine with <u>standard equipment fixtures</u> for milling O.H.V. V-8 heads and manifold pads in exact angular relation. . . .

The original angular relation of heads and manifold pads on O.H.V. V-8 engines must be retained to permit lining up with intake manifold. STORM-VULCAN'S exclusive mounting jigs insure removal of stock at PROPER ANGLE. Stock removal tables for V-8 engines are provided with machine.

SEND FOR NEW CATALOG AND COMPLETE INFORMA-TION ON PROFIT OPPOR-TUNITIES IN CYLINDER HEAD MILLING.

The Nation's Leading Rebuilders and Shops

STORMIZE

with STORM-VULCAN Machines



Models 15 and 15A Crankshaft Grinders. High precision . . . lowest in price.



Models 75 and 75A Camshaft Grinders for automotive and industrial camshafts.



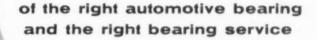
Model JR-60 Turbo-Blast Cleaning Machine. Other sizes for every need.

STORM-VULCAN INC. 2225 BURBANK STREET DALLAS, TEXAS

THE WORLD'S FINEST AUTO-MOBILE ENGINE REBUILD-ING MACHINES AND EQUIP-MENT.

Model D-1 DYNOMASTER Engine Run-In and Test Stand





Ball bearings look alike, and it's practically impossible to tell the good from the "not-so-good" until after they're put into a job.

You can always be sure of the right ball bearings for automotive replacement by insisting on the bearings in these boxes.

Get the BCA ball bearings you need when you need them from your Federal-Mogul Service jobber. He can give you "on-the-spot" service—he knows automotive problems and can help you when you need help.





FEDERAL-MOGUL SERVICE

Federal-Mogul Service

(Division of Federal-Magul Bower Bearings, Inc.)

DETROIT 13, MICHIGAN

of the right automotive bearing and the right bearing service

Roller bearings look alike, and it's practically impossible to tell the good from the "not-so-good" until after they're put into a job.

You can always be sure of the right roller bearings for automotive replacement by insisting on the bearings in these boxes.

Get the Bower roller bearings you need when you need them from your Federal-Mogul Service jobber. He can give you "on-the-spot" service—he knows automotive problems and can help you when you need help.



THIS

VOUE



FEDERAL-MOGUL SERVICE

Federal-Mogul Service

(Division of Federal Mogul Bower Bearings, Inc.)

DETROIT 13, MICHIGAN



Over 10,000,000 Automatic Transmission Cars are Potential Customers . . . Millions More Are Built Each Year!

These units require a refill every 15,000 to 25,000 miles. The Service Manual which the Bell Company offers, fully explains how to service and refill these transmissions. Any garage or service

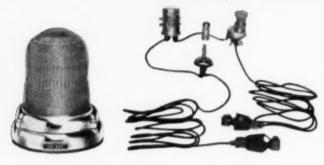
station can render this service. Your local jobber has FLARE LIQUI-MATIC FLUID available in convenient sizes. Contact him today.

FLARE LIQUI-MATIC TYPE "A" IS RECOMMENDED FOR ALL POWER STEERING UNITS

-	
Funa /	,
Free. SERVICE	THE BELL COMPANY, Inc. DEPT. SA
WALLS OF THE PARTY	411 N. Wolcott Ave., Chicago 22, III.
New Service Manual On Automatic Transmissions	Please send me immediately a free copy of your Service
An illustrated service guide for me- chanics and service station attend-	Manual on Automatic Transmissions.
antsi Contains complete details on checking, draining and refilling oil cass with automatic and semi-automatic transmissions, and Hudson wet	NAME
clutches. : Mail the coupon today.	ADDRESS
THE BELL COMPANY, Inc.	
I N. Wolcott Ave., Chicago 22, Ill.	CITYZONESTATE



New Griffin Emergency Blinker plugs into cigarette lighter—for instant use!



360° Lamp with Screw-on mounting

New, also, is the Model 362 Griffin Emergency Blinker with screw-on mounting. Perfect for part-time service on police cars, ambulances-hearses, public utility cars, or other vehicles used only occasionally for emergency duty. Lamp is easily screwed onto roof mounting which contains special electrical jack for operating current. Cover for jack when lamp is not being used.



Model 360 Emergency Blinker

Griffin conventional, permanently mounted 360° emergency lamp. High-Intensity blinker—for fire, police, highway vehicles, ambulances, emergency trucks, utility trucks.

You're all set for any emergency—in seconds—with this new Griffin portable high-intensity emergency blinker. No matter what kind of trouble occurs, you can warn oncoming traffic, in all directions, with this 360° danger signal fastened right on the trouble source. Perfect for police cars or emergency vehicles.

This new portable blinker (Model No. 361) is equipped with large rubber suction cups bolted on the base. Mounts securely on any flat, smooth surface.

Like all Griffin emergency blinkers, this new model has a special airport prism-type lens for better visibility—farther. It projects a high-intensity light pattern in every direction—clearly visible in daylight or darkness. 10 feet of cord permits plugging into disabled vehicle or emergency vehicle. Available with plug for cigarette lighter, or with battery clamps if desired.

THE GRIFFIN LAMP COMPANY, HAMILTON, OHIO, SHELBY, MISS.

Warehouses: Boston, Pittsburgh, Los Angeles, San Francisco, Seattle



You'll get the start of your LIFE... with a EXETER 4 BATTERY

XETER YEAR 4

Jaher

OF CAR

Under average ownership

or 4 YEAR GUARANTEE



Starting Power 150 to 170 Amperes

LAHER ANNOUNCES the beginning of production of "AMERICA'S FINEST" batterythe EXETER 4 -- companion battery to the famous EXETER, which in 10 years has built a reputation second to no other battery in the high-price car and commercial

field. Now comes the EXETER 4 with starting power 150 to 170 Amps.-sold with a written guarantee for LIFE of car under average ownership of 4 years.

HERE ARE THE RESULTS of a test just completed with an EXETER 4 battery in stock for 2 weeks, on a 6cylinder 4-year old Chrysler.

The New EXETER 4 Battery started this Chrysler 15 times - each time before discharging battery by disconnecting ignition and turning over starter.

> LAHER offers a complete line of batteries designed and engieered for TODAY'S more powerful modern cars, trucks & busses.

Here is the AMAZING TEST-proof that the new EXETER 4 is America's Finest Battery!

1.	Turn	over	engine	16 minutes rest	5 minutes
2.	Turn	over	engine	3 minutesrest	5 minutes
3.	Turn	over	engine	2 minutes rest	5 minutes
4.	Turn	over	engine	1 min. 15 secsrest	5 minutes
5.	Turn	over	engine	1 minute rest	5 minutes
6.	Turn	over	engine	50 seconds rest	5 minutes
				45 secondsrest	
				30 seconds rest	
				20 secondsrest	
10.	Turn	uver	engine	20 seconds rest	5 minutes
11.	Turn	over	engine	15 seconds rest	5 minutes
				14 secondsrest	
13.	Turn	over	engine	10 seconds rest	5 minutes

14. Turn over engine 1 min. 15 secs....rest 5 minutes 15. Turn over engine 25 seconds

ST. LOUIS, 2131 Locust St. ◆ OAKLAND, 2615 Magnolia St. ◆ PITTSBURCH, 5816 Penn Ave. ◆ MEMPHIS, 300 Madison Ave. ◆ KANSAS CITY, 1630 McGee St. ◆ LOS ANGELES, 807 E. BIb. St. ◆ FORT WORTH, 910 Florence St. ◆ SAN FRANCISCO, 98 - 12th St. ◆ SALT LAKE CITY, 541 So. State St. ◆ SLATELE, 714 €. Påc St. ◆ PORTLAND, N.W. 15th & Davis ◆ SPOKRANE, 319 W. Second Ave. ◆ 34/5/8MFNTO, 7217 - 16th St.







IT'S not often that a customer wants to know just what kind of bearings you intend putting into his car, truck or tractor. But whether or not he raises the point it does your "stock" no harm to tell him . . . "We use nothing but the best . . . identical with the original . . . Monmouth . . . for perfect fit and maximum performance!"

Today Micro and Clevite 77 bearings are going

into more kinds of automotive and high duty engines than any other bearing make. They are the bearings that have set new industry standards of performance.

So, to get the best . . . quickly . . . for any or every job that rolls into your shop . . . call your nearby N.A.P.A. jobber and ask for Monmouth. It's the most complete line of active bearings. No waiting.

The words Monmouth, Clevits and Micro are registered trade marks of Clevits Corporation

Monmouth

ENGINE BEARINGS

Clevite Service
The Cleveland Graphite Bronze Co.
Division of Clevite Corporation, Cleveland, Ohio, U. S. A.







Here are just a few of the many advantages YOU GET WITH A CURTIS

1. The New CV Models have been completely redesigned for performance and appearance.

2. Positive Unloader unloads compressor whenever it stops . . . Not affected by power failure.

3. Fully Enclosed Vacuum Type Crankcase . . . Keeps oil in-keeps dirt out.

4. Other Important Features-Timken Main Bearings; Centro-Ring Pressure Oiling; Curtis-Built ASME Tank with ASME Safety Valve . . . and 102 years of manufacturing experience "built-in"!

Remember... you can count on



MANUFACTURING COMPANY . PNEUMATIC DIVISION

1938 KIENLEN AVENUE . ST. LOUIS 20, MO.











AIR HOISTS AIR CYLINDERS



PACKAGED AND REMOTE AIR CONDITIONING EQUIPMENT

can cash in on our BIG Advertising Campaign

Tubeless Tires can't* be safely repaired

> .. unless your tire repairman has proper equipment and materials

Many car owners have had "sad" experiences with tubeless tire repairs. This has been true because the repairman did not recognize that you cannot use methods and materials for tubel. fire repairing. It just can't be done that way. that new methods and had to be developed.

For SURE, SAFE Tubeless Tire Repairing

look for the

Tubeless Tir

As the largest manufacturers of tire repair materials in the world it follows that Howes would start, long before the actual announcement of tubeless tires, on exhaustive research and tests.

Today, the Service Station or Tire Dealer equipped with Bowes Tubeless Tire repair materials, equip-ment and "Know How" offers you the sure safe re-souts of these several years of research and exhaustive highway testing.

highway testing.

Leading Tubeless Tire Manufacturers use and approve Bowes Tubeless Tire repair equipment and

BOWES "SEAL PAST" CORP., INDIANAPOLIS 7, INDIANA - HAMILTON, GNTARIO, CANADA - LOMBON, ENGLAND BOWES PACIFIC CORPORATION. RIVERSIDE, CALIFORNIA



- TRUE
- **OUTDOOR LIFE**
- POPULAR MECHANICS
- FARM JOURNAL
- **PROGRESSIVE** FARMER

will bring NEW profitable business to BOWES Dealers

You can be **Tubeless Tire** Repair **Headquarters**

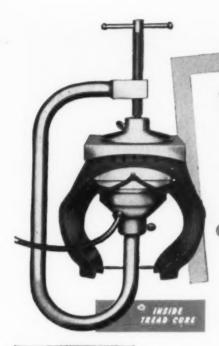
Your BOWES Distributor will provide identifying material which will make our national advertising

YOUR advertising

Consider these FACTS ...

- 2 You know they will need re-
- 3 If you can't repair them safely, properly, you will lose business.
- Tubeless Tires are here to stay.
 4 Bowes Lectroseal vulcanizing and repair materials have proven their dependability.
 - 5 Our big national advertising campaign will bring repair business to Bowes Dealers.

BOWES "SEAL FAST" CORPORATION, INDIANAPOLIS 7, IND. HAMILTON, ONTARIO, CANADA . LONDON, ENGLAND BOWES PACIFIC CORP., RIVERSIDE, CALIFORNIA



Your Tubeless Tire REPAIR Problems

Solved with BOWES

TUBELESS TIRE LECTROSEAL







INSIDE SHOULDER CURE



Dependable VULCANIZED Repairs

© Don't let anyone tell you that you can "boot" a tubeless tire, the same as a standard tire and tube combination. A boot does nothing but protect an inner tube from chafing against broken cords. By itself, it does not seal a tire injury.

Why apply a repair designed for an inner tube when you have no tube? Your job in repairing a tubeless tire is to seal the injury air tight, and reinforce with new cord if needed. It adds up to one method—vulcanizing.

Easy, Time Saving Operation

Here is a vulcanizing machine so simple in operation you can just look at it and KNOW it will perform easily and quickly, exactly what you need for tubeless tire repairing.

Not Limited to Inside Repairs

As the illustrations show, this carefully designed and PROVEN equipment enables you to make safe, dependable vulcanized repairs for tread, shoulder or sidewall, both inside and out.

Thermostatically Controlled

Will not overcure or damage tire. Engineered contour molds assure uniform pressure throughout entire area being repaired. Reversible heater head makes possible direct heat inside or outside tire.

Specially Developed Repair Materials

Tubeless tires are different. Don't be misled to the belief that old style materials or equipment will do the job permanently. Bowes repair materials were developed through exhaustive research and test for use with the Bowes Lectro-SEAL for tubeless tire repair.

BOWES "SEAL FAST" CORPORATION, INDIANAPOLIS 7, IND.
HAMILTON, ONTARIO, CANADA + LONDON, ENGLAND
BOWES PACIFIC CORP., RIVERSIDE, CALIFORNIA







TWO MONTHS NEW and still the congratulations and thanks pour in for Chrysler's newest "baby"—"PowerStyle."

Ask any Chrysler dealer!

CHRYSLER DIVISION • CHRYSLER CORPORATION
12200 East Jefferson Avenue • Detroit 31, Michigan



Whatever the job, there's a New Britain Tool designed to do it right—a complete Line of rugged Tools, designed by mechanics for mechanics, available individually or in sets to meet every shop requirement. All are carefully engineered, made from top quality materials, and fully guaranteed. You can count on New Britain Tools to give a lifetime of useful service.

See these great New Britain Tools today! Write for Catalog No. 58 and complete details.

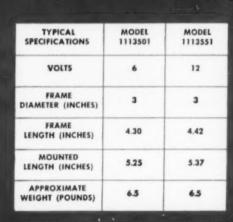


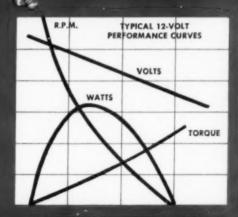


Merry Britain

GREATER STRENGTH - BETTER FIT







-

OF CRANKING MOTORS FOR OUTBOARDS AND OTHER APPLICATIONS

A new series of Delco-Remy cranking motors, with many new design features, is now available for outboards, garden tractors, power mowers and other similar applications.

With a frame diameter of only 3 inches, an overall length of slightly over 5 inches when mounted, and a weight of about 6½ pounds, the powerful new motors will crank one-cylinder engines up to 15 H.P., two-cylinder engines up to 35 H.P., and four-cylinder engines of even higher horsepower.

These four-pole, four-field motors, designed for both 6-volt and 12-volt systems, may be powered by standard Delco batteries.

Available now for original equipment applications, the new motors can be supplied with or without automatic drives and solenoid switches to meet varying requirements. They are yet another example of Delco-Remy leadership in electrical equipment "Wherever Wheels Turn or Propellers Spin." Manufacturers of engines and power equipment are invited to write directly to Delco-Remy for complete information and engineering assistance on the application of these units.

DELCO-REMY . DIVISION OF GENERAL MOTORS . ANDERSON, INDIANA



GENERAL MOTORS LEADS THE WAY STARTING WITH



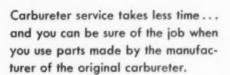


Your profits...

INCREASE

when you're the man who stocks and sells...







REPAIR PARTS PACKAGES

Protect This Job

Be ready to welcome new business with famous Carter Tune-Up service. For full details, call your Carter supplier today.



CARTER CARBURETOR CORPORATION

St. Louis 7, Missouri

Division of ACF INDUSTRIES, INCORPORATED

Ann

the NOW CP TORK-MASTER AIR IMPACT WRENCH

... at the price of an Electric!

That's right! For only \$127.50 you can own a new CP Tork-Master . . . the Impact Wrench with the VARI-TORK clutch that cuts nut running and removal time 75% . . . greatly increases billable output. The compact Tork-Master has built-in fingertip control . . . you can run a series of nuts and bolts to precise and uniform tightness . . . twist the control knob to cut power down for small nuts or turn it to full slugging power for knocking frozen nuts loose. Chicago Pneumatic Tool Company, 8 East 44th Street, New York 17, N. Y.





CP Terk-Master with the VARI-TORK Impact Clutch has built-in fingertip control for setting bolts to proper tightness.



The new CP Tork-Master is available with Attachable Angle Heads for getting into tight spots,



AIR AND ELECTRIC IMPACT WRENCHES . BEAD BREAKER:
PNEU-DRAULIC TRUCK JACKS AND PUMPS . ZIP GUNS



mæims.



CP-732 TORK-MASTER 1/2" square drive

Only CP Tork-Master has these AIR WRENCH advantages at electric wrench price:

- VARI-TORK Impact clutch
- Built-in fingertip control
- Safe from shock and fire
- Lighter, more compact, easy-to-handle
- Faster, more powerful
- Cooler running, faster starting
- Less working parts to maintain
- Longer trouble-free life
- Minimizes pilferage problem

- Chicago Pasumatic Tool Company, Bept. A. 2 8 Sast 44th Street, New York 17, N. Y.
 - Please arrange demonstration. No obligation of
 - Please send me FREE Tork-Master literature.

Home

Address

200

City___

Tana State

Only
Chevrolet Dealers have
this hottest
of all hot products!

'56 Chevrolet





An outstanding reason why you'll profit most with Chevrolet...

America's foremost automotive franchise!

■ Today, everybody and his brother know it: The hot one's even hotter! . . .

The public knows it. Car dealers in general know it. And Chevrolet dealers in particular know that their competitive position is stronger then ever!

For the new 1956 Chevrolet brings passenger car buyers all the following major advances in addition to the many other fine features which made the '55 Chevrolet America's favorite car:

19 new models . . . all with bold new Motoramie styling—including two new 4-door hardtops and two new 9-passenger station wagons . . . the broadest, most brilliant choice in Chevrolet's field!

New wider, more massive grille . . . longer, sleeker, more rakish hood . . . luxurious new Contemporary Interiors . . . an almost unlimited variety of glamorous new color treatments!

New excitement under the hood . . . V8 or 6-cylinder engines with new high compression ratios . . . giving even greater power, even livelier acceleration, even more of the championship road-action for which Chevrolet is noted!

Extra safety, extra driving thrills in this Pikes Peak Record Breaker which pre-proved its performance, handling ease and nailed-to-the-road stability by setting a new world's record for stock cars in the Pikes Peak run!

All the automatic power servants that any buyer could ask!

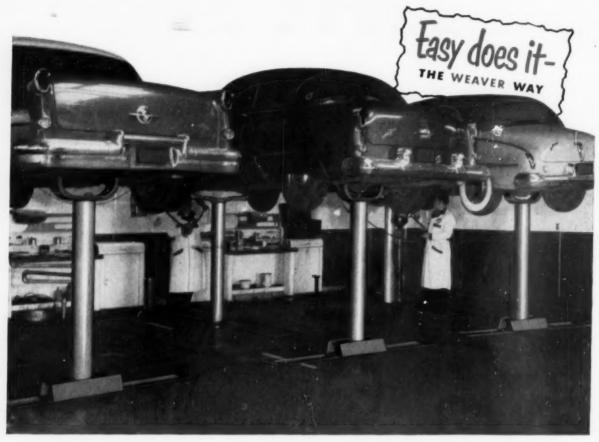
Think it over and we believe you'll agree: With this great new product, Chevrolet dealers have every reason to look forward to continued leadership in passenger car sales in 1956.... Chevrolet Division of General Motors, Detroit 2, Michigan.

You'll profit most with Chevrolet . . . America's foremost automotive franchise



Don't miss the point when you're selling brake linings and blocks. One simple fact tells the whole story. BENDIX-ECLIPSE is on more new vehicles than any

other make.



WEAVER TWIN POST LIFTS

are unbeatable for lubrication service...and are equally good for profitably handling more than 23 other types of service

Time studies show a sizeable savings in time on every type job when a Weaver Twin Post Lift is used instead of previous methods. This means greater profits on fixed rate jobs... more competitive bidding on other jobs.

With a Weaver Twin Post, mechanic can raise car to convenient working height and position it at best working angle. He obtains complete unobstructed access to every underchassis point—THERE ARE NO RAILS IN THE WAY! He can work in standing position...roll tool stand within easy reach.

No other lift offers such convenience and accessibility. No other lift can match the Twin Post's ability to handle all wheel base lengths without loss of lifting capac? Passenger Car Twin Posts are regularly furnished with wheel base capacity of 88" minimum and 148" maximum. Get all the facts today on this proven profit-producer. See your Weaver Jobber or write us for Bulletin SAJ-457.

You'll increase production from 25% to 100% on the following jobs:

Lubrication
Engine Overhaul
Clutch
Transmission
Universal Joint
Propeller Shoft
Wheel Alignment
Wheel Bearing
Shack Absorber
Front End Overhaul
Spring
Axle Sheft

Body Tightening
Undercoating
Rubber Mounting
Tire
Parking Brake
Muffler & Exhaust Pipe
Under-Chassis Electrical System
Body, Fender & Metal Finishing
Car Washing & Polishing
Gas Tank & Fuel Line
Differential
Brake Adjustment & Relining

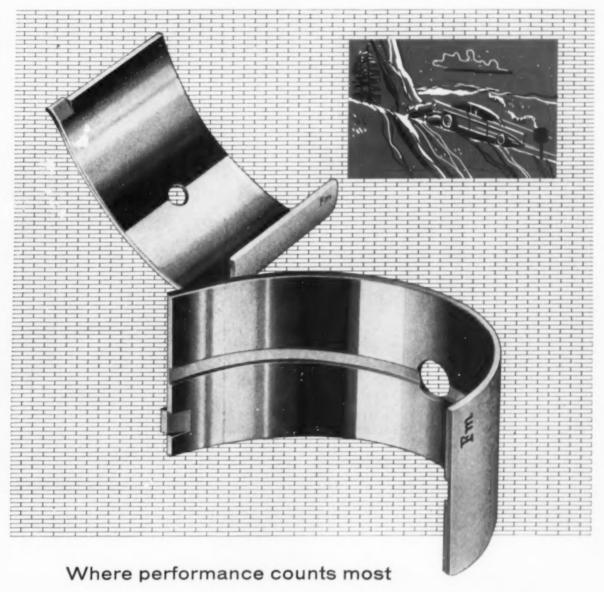


34

WEAVER MANUFACTURING CO., SPRINGFIELD, ILL., U. S. A.

SERVICE SHOP EQUIPMENT

Complete line includes: Twin Post Lifts . Single Post Frame Type Lifts . Unit Lifts . Bumper Lift . . Car Washers . . Wheel Alignment Equipment . Headlight Testers . . Brake Testers . . Wheel Balancing Equipment . . Jacks . Wheel Dallys . and Air Compressors.



GIVE THEM Fm QUALITY!

Your customer—whether he drives a car, truck or tractor—considers his engine the most important in the world. When you rebuild that engine, he expects a pay-off in performance!

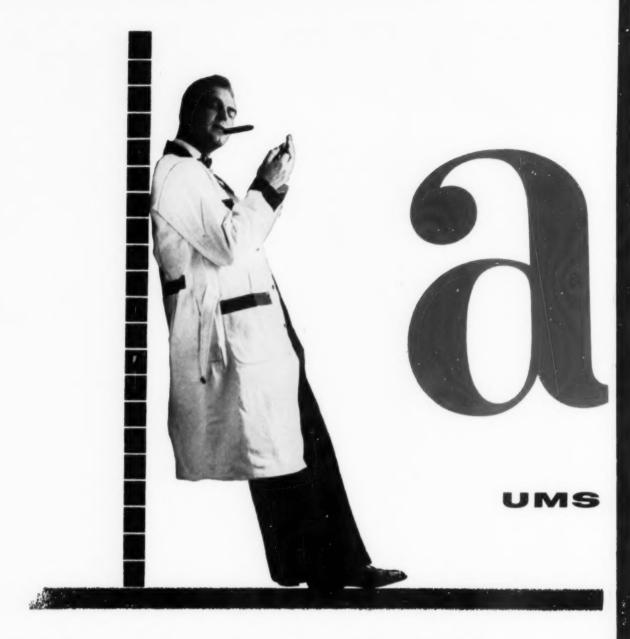
Federal-Mogul engine bearing quality pays off! Your customers know it—surveys prove it's the preferred replacement bearing line. For the performance pay-off . . . give them Fm quality!

FEDERAL-MOGUL SERVICE

Division of Federal-Mogul-Bower Bearings, Inc.



RESEARCH . DESIGN . METALLURGY . PRECISION MANUFACTURING . SERVICE



It's like having extra salesmen working for me. It's constant. Hard-hitting. Effective. That's what makes the United Motors lines so well known . . . so much in demand by my customers. Take their present campaign as an example. It's the strongest ever. Besides a lot of "on the air" advertising, this campaign runs in leading magazines like the Post, Life, Look, Collier's and top farm publications, too. My customers can't miss it, and I profit by it. It tells how all the United Motors lines are General Motors products—all with good records for fine performance. And how almost half of the cars on the road use these same products. It's a great campaign ... great for business. Yes sir, UMS backs me up with the best!

Spectacular "Wide Wide World," NBC Network.

Lowell Thomas Newscast on the CBS Network.

See your local listings for time and station.

dvertising support??

backs me up with the best!



UNITED MOTORS SYSTEM

ALMOST HALF OF AMERICA'S VEHICLES USE THESE PARTS BY GENERAL MOTORS

AVAILABLE THROUGH YOUR UNITED MOTORS DISTRIBUTOR

Chassis and engine parts for BUICK, CADILLAC, CHEVROLET, GMC, OLDSMOBILE, PONTIAC ** DELCO** batteries HARRISON radiators ** MORAINE gasoline fliters ** MORAINE engine bearings ** DELCO** automotive motors GUIDE** lamps ** DELCO**. DELCO** DELCO** DELCO** ACC gauges, speedometers DELCO** shock absorbers ** NEW DEPARTURE ball bearings ** HYATT roller** bearings ** HARRISON** thermostats ROCHESTER lighters ** PACKARD cable products ** ROCHESTER carbureters ** DELCO** brake parts and fluid INLITE** brake linings ** GM** Hydra-Matic units and parts ** SAGINAW steering ** DELCO** olectronic parts

What makes customers come back for more? MIKE'S SERVICE Daily BEAUTY PARADE

They'll all come back if you give 'em the best. When it's a bearing job... just tell 'em it's TIMKEN'!

Having a daily beauty contest is probably a good way to attract customers, but what makes them really remember you when they need repairs is to give good service.

And one good way to do this is to show them that you use the highest quality replacement parts. When it comes to bearings, there'll be no doubt when you use Timken® tapered roller bearings. That's the one bearing your customers recognize for quality. The Timken Roller Bearing Company, Canton 6, O. Canadian plant: St. Thomas, Ontario. Cable address: "Timrosco".

TIMKEN

TAPERED ROLLER BEARINGS

NOT JUST A BALL () NOT JUST A ROLLER (THE TOWNEN TAPERED BOLLER (DEARING TAKES RADIAL () AND TURBST - () - LOADS OR ANY COMBINATION - ()

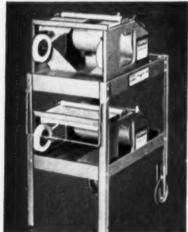








TWO-TONE PAINT JOBS, spot or over-all work—"SCOTCH" Brand Masking Tape helps you do them all faster, with neater results. Tape comes off easily, doesn't sliver, tear or leave adhesive deposit.



THIS MULTIPLE APRON TAPER set-up delivers sturdy pre-taped aprons in your choice of 3 widths: 6" and 3" or 9" and 3". Unit on lower shelf of "SCOTCH" Apron Taper stand furnishes aprons 12" wide.

Best for precision color separation-

SCOTCH Masking Tape!

Turn out better-looking two-tone paint jobs. It's easy with thin, strong "SCOTCH" Brand Masking Tape! Only "SCOTCH" Brand offers so many advantages to speed you through toughest repaint orders. It has less edge build-up, handles easily, removes clean. No wonder "SCOTCH" Brand Masking Tape has been a paint shop favorite for 30 years. Try it — and you'll learn why!

3M Automotive Products

Order now from your 3M Jobber

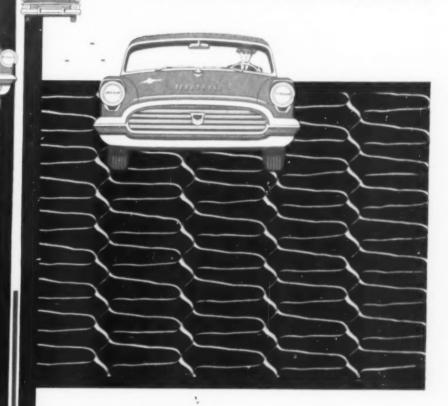
Ask your 3M salesman about the 3M system of "Bumper-to-Bumper Masking."





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Stock Harrison Replacement Cores!

Nearly half the cars that pass your door are equipped with Harrison cores! This means you cash in on a huge, ready-made market when you stock Harrison—the original-equipment line. Harrison stands for top quality, too. Louvered cells in Harrison cellular and tube-and-center radiator cores create far greater turbulence . . . whip incoming air into tiny tornadoes for most efficient cooling action. That's a Harrison exclusive . . . the only line with "Whirl-Cool" design! Stock up on Harrison replacement cores today. Order from any nearby United Motors Service distributor or branch warehouse.

HARRISON RADIATOR DIVISION, GENERAL MOTORS CORP., LOCKPORT, N. Y.



HARRISON



FOREMOST BUILDER OF AUTOMOTIVE WIRING

Cable... FIRST AGAIN*

WINNERS OF "BUS TRANSPORTATION" AWARDS FOR 1955

MORE AWARD WINNERS USE PACKARD CABLE THAN ANY OTHER MAKE

Yes, again this year it's the same story . . . users of Packard Cable win most of the "Bus Transportation" awards. These operators have found, as you will, that Packard cable's exceptional resistance to heat, oil, chemicals, abrasion, weather and aging gives them more miles between cable replacements at lower cost per mile. To enjoy the same benefits, start today to re-equip all your vehicles with longer lasting Packard cable, the first choice of automotive engineers. See your Packard jobber.

 PACKARD CABLE WILL GIVE YOU LOWER REPLACEMENT COSTS PER THOUSAND MILES OF OPERATION . . .

Packard cable is built to resist all deteriorating conditions longer!

- THE PACKARD CABLE LINE IS COMPLETE . . .

 Everything you need in cable from one source in a completely packaged line!
- THE PACKARD CABLE LINE GIVES YOU EXTRA QUALITY YET COSTS YOU NO MORE... Because Packard leads the industry in engineering, in production!
- PACKARD IS THE WORLD'S LARGEST MAKER OF ORIGINAL EQUIPMENT CABLE . . .
 Factory-installed on more cars, trucks and buses than all others combined.



PACKARD LOW-TENSION CABLE Stranded copper conductor covered with tough insulation of Packard "404" plastic. Compact, highly flexible and wear resistant,











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A GENERAL MOTORS PRODUCT -- A UNITED MOTORS LINE DISTRIBUTED BY WHOLESALERS EVERYWHERE

PROTECT YOUR CUSTOMERS AND YOUR PROFITS -



TOP QUALITY

OIL FILTER CARTRIDGES that Guard Engine Life!

WIX Engineered Filtration gives your customers topquality engine protection . . . and WIX makes your sales easier with powerful national advertising, a complete Line of Oil Filter Cartridges for every car and Filters for cars not factory equipped—plus a complete Program with Sales Aids and Service Tools to boost your Cartridge and oil volume.

Get started toward more Cartridge sales and bigger profits. Call your WIX Jobber today!



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ULCAN JACKS

Quality products - - - outstanding patented features - - - plus VULCAN'S stable sales policy, insures maximum dealer profits.

GIVE YOURSELF A LIFT!

See your jobber today!

VULCAN'S modern designed Tripod and Hydraulic styled jacks are in demand today, by motorized U.S.A. Ask your local jobber for complete information.



VULCAN'S TRIPOD SAF-T-LIFT JACK, safety lifts under all conditions. Operates efficiently on grades, road shoulders in sand, gravel, etc. Don't be misled by substitutes---insist on the genuine SAF-T-LIFT.

Vulcan Manufacturing Company is the originator of the Tripod Safety Jack design, now standard for the industry.



VULCAN TRIPOD
"SAF-T-LIFT" JACK

The latest of all geometric designs ...simplest operating jack on the market. Hook of pressed steel, fits all cars. Folds compactly. 3000 lb. capacity.



"ACE-HY" JACK

The original sleeve action hydraulic bumper jack. Simple--compact--dependable. Naw two point Universal Bumper Hook eliminates side slipping. Fits all makes of cars. Capacity 3000 lbs.

VULCAN TRIPOD "ECONO" JACK

A sturdy--economical new jack for easy, feel-proof operation. A price leader, Low in price, high in quality. Bell bearing action makes operation easy. Capacity 2000 lbs.

"ROYAL" JACK

A low cost hydraulic bumper jack. Modern sleeve action-one piece jack -no handles or levers to operate or lose. Lifting capacity 2500 lbs.



ULCAN MFG. CO., INC.

"MISTER, YOUR BRAKES DON'T WORK!"

Don't let this happen to one of your customers. Best way to make sure: pull a wheel—look at the brake system—show the customer what's needed. And when you reline, use Grey-Rock Balanced Braksets, the linings with the difference you can see, show and sell.





SEE the difference. Distinctive Grey-Rock brake linings look different—are different. You can see it in the many different types of linings Grey-Rock combines in sets engineered to give balanced brake action and longer lining life.



SHOW the difference...in distinctive Grey-Rock woven and molded combinations. Where used, they provide far better brake action than molded linings alone. In other Grey-Rock sets, all-molded types give the best results.



SELL the difference. When you can see and show the difference, you can sell the difference. Explain how different shoes, even in the same brake, do different work, and why different types of lining are necessary for balanced brake action and long wear.

ASK YOUR JOBBER FOR GREY-ROCK FACTORY-BONDED SHOE EXCHANGE FOR HIGHER RELINE QUALITY, LESS LABOR PER JOB, GREATER PROFITS

Only Grey-Rock makes

BALANCED BRAKSET LININGS

GREY-ROCK DIVISION of Raybestos-Manhattan, Inc., MANHEIM, PA.

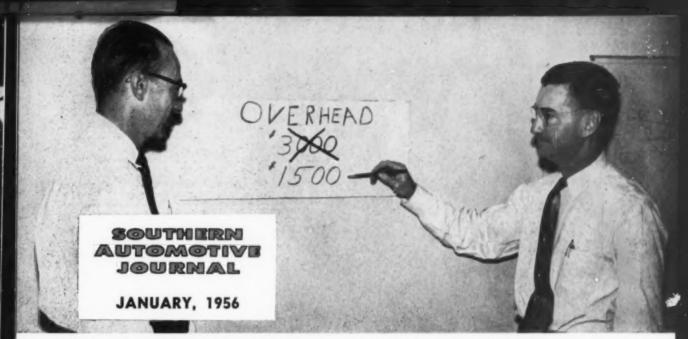
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RAYBESTOS-MANHATTAN, INC., Brake Linings • Brake Blocks • Clutch Facings • Industrial Rubber, Engineered Plastic, and Sintered Metal
Products • Rubber Covered Equipment • Asbestos Textiles • Laundry Pads and Covers • Packings • Abrasive and Diamond Wheels • Bowling Balls



"That's what we've accomplished so far," says Dealer Holman (right) as he indicates to his partner in

the Nash dealership, L. O. Seale, what was done about costs in the face of shrinking profits of the firm.

Reducing When You Must

It's really surprising how much water you can squeeze out of your overhead when competitive conditions force you to think as much in terms of costs as in prof-

its.

Since car profits decreased, Columbia (Tenn.) Nash Co. has managed to jar its expenses down a full \$1,500 a month, or 50%.

Columbia Nash, owned by two partners — B. E. Holman, Jr., and L. O. Seale — was started in the late 40's when everything from a brand-new limousine to a tenyear-old jalopy returned a nice profit, when there were more car customers than cars. That was when the dealer had to hide under the counter to keep too many buyers from finding him.

Holman said his firm set up its overhead cost conditions when car profit margins were big enough to absorb a lot of excess fat. The expenses were at one time \$3,000 a month

Since the dealer is now on the supplicating end of each transaction, Columbia Nash has found a lot of ways to meet reduced profits with dollar savings.

Some of the most important cost cuts are in the shop. Although labor overhead has been cut 40%, the firm is enjoying a bigger serv-

By Ross L. Holman

ice volume than ever before. For example, the \$200-a-month parts manager and the \$300-a-month service manager quit and were not replaced. Yet the business has continued to grow under a new arrangement that has put practically no extra strain on the remaining personnel.

The partners don't deny that service volume can get big enough to make it necessary to fill these two positions again. But they have found that a little skillful re-arranging can carry their present growing service load without this expense. They have two full-time mechanics and a helper.

The partners take turns doing field and floor selling. When one is on the outside the other stays in to catch the drop-in prospects. The partner who stays on the floor has found that he can not only act as his own service manager but he has an opportunity to build both car sales and service volume in ticketing out service jobs. When a patron brings in a car for any sort of repair the partner can point out additional needs, or feel him out on a trade-in.

Ninety per cent of the parts that

are taken out of the bins are issued to mechanics working on customer vehicles. Since Columbia's parts manager left, this is also done by the partner in charge of floor sales, or the bookkeeper. If neither of these persons is present, the mechanic himself gets the right part and lists it on the proper blank.

Holman said that since the owners themselves took over this work they have kept the inventory under better control than any hired manager could ever do. They have in this way worked out additional savings. By keeping a closer check on the bins, they have reduced the capital tied up in parts from \$10,-000 to \$6,000.

They don't order nearly so many old and near-obsolete parts as the former hired man did. They don't stock as largely on the newer parts. They keep very few parts for cars older than 1950 models. On the rare occasions when the bins do not have what is needed, they have tie-ins by which it can be quickly obtained from parts firms in Columbia, or overnight from Memnhis

Twice each month all bins are thoroughly checked for any items that need replenishing.

Holman said that as long as they enjoyed juicy profits on both new



Partners Holman (seated) and Seale check the books for any further cut in overhead. Some of their biggest savings were effected in the shop.

vehicles and junk heaps they didn't feel any strong urge to dream up these savings. He is really surprised at the expenditures the firm can do without when it hunts for them hard enough.

In searching for these savings they learned that a bookkeeper, making full use of her time while on the job, could post all records in a half day. So they began using a part-time bookkeeper and saving on another salary item. This work is now handled by Mrs. Seale, wife of the junior partner.

By tightening up its efficiency in promotion Columbia Nash learned it could sell as many trade-in cars directly from its main plant as it had been doing from an expensive used-car lot that was never full. All old cars are now shown and sold from the showroom in the main building by a wiser use of floor space. The firm has capitalized on this change by advertising it as an "indoor used-car lot." They have found it much easier to get prospective buyers to drop into their showroom to look over stock than to foot it out to an open lot. especially in unfavorable weather. Abandoning this lot saved \$100 a month rent.

By a wiser use of service space in the shop, plus more efficient labor-saving equipment and other helps, they were able to dispense with a \$135-a-month adjoining building. With the abandonment of building and lots, they were able to get along without the two men in charge of them and some salary expense.

They don't discount the need of ample storage and flooring space if the situation demands it, but they believe many operators acquire too much of it before they need it.

On the plea that car profits are nothing like as lucrative as they used to be, they got a rent reduction on their plant of another \$100 a month.

The decline in car profits has encouraged them to concentrate more heavily on building shop volume. Labor profits haven't declined in anything like the same proportion. Mechanics W. B. Cross and Ronald Tripp are given an incentive pay of 50% of the service charge on each job they handle,

plus some minor additions, like five cents on each new spark plug. They are guaranteed \$50 a week regardless of any seasonal slump, but rarely fail to earn it.

This incentive has stimulated their sales ability. They not only perform the services set forth on each work order but search closely for other needs and point them out to the car owner. They do some promoting on the outside, bringing new business to the shop. While they handle many kinds of jobs, they specialize pretty heavily on wheel balancing, wheel alignment and brake work. They are prepared to handle repair work on all brands of cars.

Holman said they have also kept down expenses by making work conditions so favorable for the shop men they are glad to stay on. The turnover cost of mechanics in a shop and the breaking-in of new men can be fearful. Both servicemen have been with the firm for over seven years, or almost since its beginning.

The shop is provided with the best labor-saving tools and work equipment. These are supplemented or replaced from time to time with improved models to cut down service time and cost. For example, they only recently traded in their old wheel balancer for a bigger and better one and the old battery charger for one that would give quicker and a more expanded service.

Among still other cost-cutting details they use the unskilled helper to do many jobs that the highly-skilled mechanics used to do at a higher labor cost. There is no point using a high-priced mechanic to remove and replace wheels, doors and other jobs that any green helper can learn in a few days.

Holman said his firm made money back in the good old days of fat car profits and fat overhead. But under present tight conditions he has found each dollar of saving has just as many cents as each dollar of profit.

Another in the Net Profit Series

The great amount of time spent by the editors in field contacts with readers—car dealers, garagemen and wholesalers—every month has led to the frequent articles of which this is one. The gross is okay these days, but the devil of the situation is how to eke out a satisfactory net profit, they save said. A business is a business and can continue to exist only if there's take-home pay for management as well as employees.

Wanta offer any comment?



'Twas a happy graduating class of mechanics who posed for this picture!

Training the Trade

The nation's requirements for new mechanics now is nearly 50,000 a year, as motor vehicle registrations begin mounting beyond 60,000,000. It has been estimated that mechanics graduating from schools number only around 10,000 a year.

There's an equal need for more instruction of veteran mechanics in transmissions and the various power and air-conditioning equipment. While some parts and equipment wholesalers in the Southwest have been pushing schools set up in their buildings, with very little cost to the participating mechanics, Tennessee Mill & Mine Supply Co., Knoxville, Tenn., was recently one of the first in the Southeast to arrange for a school of this type. (Schools in carburetion and ignition have been held for years, however, by wholesalers interested in this activity.)

There's a shortage today of mechanics. And there's a need also to instruct the veterans. Here is an example worth following.

"This is the finest thing we have ever attempted," commented C. Larry Holt, manager of the company's Automotive Division, "We graduated 28 students and I don't believe there was a single student who would have sold his course back for three times what it cost him."

The school was arranged and conducted by a California firm.

These men spoke at the graduation banquet (l. to r.): C. Larry Holt, manager of the Automotive Division, Tennessee Mill & Mine Supply Co.; John Kamuk, the instructor; Luke Wright, manager for eastern Tennessee for the AAA Club, and J. F. Slagle, vice-president of Tennessee Mill & Mine, situated at Knoxville.



SOUTHERN AUTOMOTIVE JOURNAL for JANUARY, 1956

Designed to Gulp Shop Volume

Most independents look forward to the day when they can have a shop laid out according to their own conception. They know just how much space they would like to have, where they would put the doors, where the driveways.

Space means volume. Doors in the right places mean a shop easy to get into and out of.

But I think few foresee the

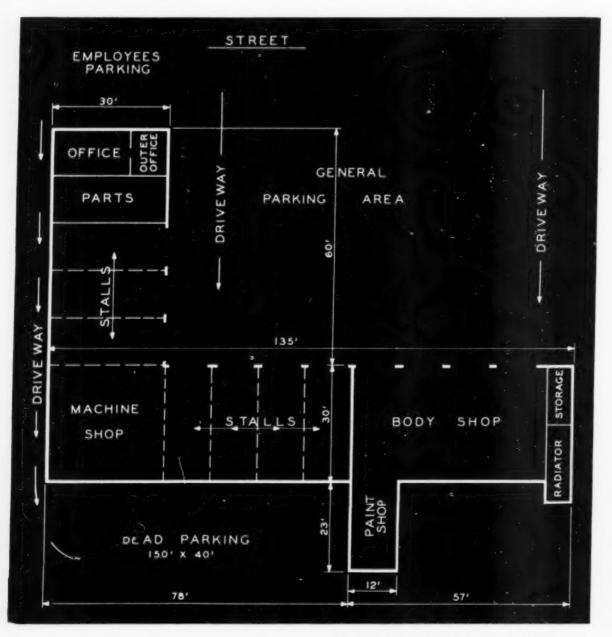
By WALTER M. BAKER Owner, Baker Motor Service Rockville, Md.

faster turnover through efficient layout, the higher production through better working conditions, the higher quality of production through better morale.

I would not have guessed that

come-backs could drop to ¼ of 1% under improved working conditions and with happier personnel. Or that absenteeism in a well-laid-out, well-heated and ventilated shop could drop by 75%. Yet that has been our experience.

We had all the problems most independent garages in a small town have. We had only one door to the shop; to move a car you had



Fifth in a series on efficient planning of garage buildings.

to move four cars. Our body shop was at another location, so that a customer who wanted a radiator repair and a fender straightened waited two days because work could not be scheduled consecutively.

When we planned our new shop layout to eliminate all these problems, we set ourselves a goal of \$125,000 in labor and parts sales volume for the first year.

At worst we figured we might even have to take a setback of 25%. To our gratification volume exceeded our most ambitious guess—with \$140,000 including accessories, oil and grease. Within eight months of operation we stacked up what would have been a full year's volume at the old place. We doubled volume; our profit for the first six months equalled the profit of the whole year earlier. This was accomplished with two fewer men than at our former shop.

With our entire operation under one roof, a customer can bring a car in at 8 a.m., have a radiator repair, generator repair and get his gas tank filled and be out of here by 11 a.m. A front-end alignment and radiator job can be handled simultaneously.

Handling jobs faster saves time for the customer. Is there any customer who isn't in a hurry to get his car back?

On our 150' by 285' deep lot we put up our cinder block building 78' by 90' adjoining our body shop of 45' by 30' and paint room 12' by 24'. L-shaped, the new shop com-



The corner of the L-shaped building is a shop used for major repairs. There's less interruption and disturbance by this arrangement. Photo below shows how the individual bays have helped double shop volume by speeding up the handling of units into and out of these areas.

prises seven bays of 12' by 30' each, with the corner of the L a machine shop where protracted repairs like engine replacement and engine overhaul take place. Each bay has its own door; four bays have doors 9' by 11'; three bays have doors 9' by 9'.

An inner office 12' by 12' for bookkeeping and filed records, a customers' waiting room 12' by 18' where repair orders are written, and a parts department 12' by 30' complete the short arm of the L.

Second-floor storage space 24' by 30' provides place for accessory and bulky inventory like antifreeze, tires, etc.

We have a 12' ceiling and chose a flat roof so that there would be no extra dead space to heat. Our roof has one foot of fall in 30'. A parking lot 140' by 150' accommodates 30 to 40 cars and a semicircular driveway 12' wide brings cars right to the door of each bay and provides an easy exit.

We have departmentized our shop, equipping each stall with the testing machines and tools necessary for completing a job without taking any steps outside the stall. The savings in time and labor

(Continued on page 100)





Increasing the Output

By C. Thomas

Tom Carr, owner-operator of Tom Carr's Garage, Las Cruces, N. M., has found a way to squeeze more net profit from his shop operation.

An ex-line mechanic himself, he appreciates a mechanic's position and thinking. First of all, a mechanic works to make money, and this is more difficult single-handedly. Due to the nature of the work there is too much lost motion involved, and as there is no means known to abolish this, the only recourse is the next best thing—supply each mechanic with his own helper.

"One mechanic with his own helper can turn out more work than three mechanics working alone," said Carr.

In many shops the practice is to have one helper for as many as six or seven mechanics. The helper runs from one job to another, learning little except how to navigate at a dog trot from here to there.

Too, one finds that mechanics may stall around waiting for the helper to be free for them, which adds up to more lost time for all those concerned.

"In some shops," said Tom, "it's the practice for one mechanic to give the others a hand. But this is not practical. It isn't that the mechanics begrudge the time. Trouble is, they have to leave their own job. Often they have to take time and study back when they do return to their own work. More times than not, mistakes can be traced back to this interruption."

Now Carr only has two mechanics. One specializes in front-end and brake work. He took his own helper and has trained him to



Top: The front-end man's helper knows each move in the routine, so less time is taken up than would be true of a part-time helper. Above: Full-time helper doesn't have to be told what tool is wanted next, and he knows where it is. When not at the mechanic's heels the helper can be readying the next job, or he can attend to the finishing details of an earlier job, perhaps wiping fenders, etc.

where the helper can handle minor work by himself—direct evidence that as a helper he is of great value to his mechanic.

As far as the helper is concerned, he is working for the mechanic. From the start the mechanic has paid a portion of his wage. Fact is, the mechanic paid half of his helper's starting salary, which, by the way, is \$30. The mechanic and the shop each paid him \$15.

"Fifteen dollars is all the mechanic will ever pay his helper. As the helper becomes more skilled, his salary is raised," Tom explained. "But the shop pays all but the \$15."

The other mechanic specializes in motor tune-ups. His helper came as a green hand. That was two and a half years ago. He, too, is capable of taking minor jobs, or working under the direct supervision of his mechanic. As a helper, he is a highly efficient man. True, he only knows what he has been taught—one phase of the shop work—but he is an expert at his job. And, as

a result, his mechanic turns out work that is topnotch, and in a minimum of time.

"No mechanic," Tom said, "is permitted to use his helper to chase parts. When there is any parts chasing, I do it. When there is any moving of cars to do, I do it. When there is any talking with the customers to be done, I do that, too."

Now, wait a minute. Let's see what this system has produced. You'll agree, I think, that an ideal operation emerged.

All work is booked ahead. On a main highway, Carr catches a lot of transient business. He is unable to take it. He can't even work in regular customers without an appointment. Most of these appointments are scheduled ahead for two weeks.

Tom has a little black book in which he schedules his jobs. A customer, say, wants a tune-up. Tom thumbs through his book and finds a time he can take that job.

(Continued on page 96)

Volume Is NOT the Answer

Presented here are the opinions of one Southern dealer about the future. You may agree with his observations or you may not. The author has been a dealer since 1933. The editors would consider publishing any comments you might care to make relating to your own problems and how you yourself feel about them.

By FREDERIC W. EILER

President, Eiler Chevrolet Co., Inc. Cumberland, Md.

AM one of the many automobile dealers who do not like to see government in business. However, there are times when business requires government regulation. I would like to see definite steps taken by the government to control credit and restore territory security. These measures would take care of the many ills plaguing the automobile dealer today

Due to the extension of credit, industry is producing at a rate that, in my opinion, is mortgaging the future. I can only view what is happening as preliminary to a climax that will send America into such an economic tailspin as we have never witnessed before.

What can a dealer do to keep his head above water?

Can he cut overhead?

It is impossible to cut overhead in a rising labor market. Utilities like electric power, telephone, gas heating have all gone up and cannot be reduced.

Cutting off a light here and there solves nothing. It is impossible to cut personnel when customers

are demanding extra services. Such pennypinching as picking up solder in the body shop is peanuts, and gets a dealer nowhere in meeting the acute problems he is faced with.

Dealers are being pressed for volume. They are told volume is the solution. Volume is not the answer. The

public is shopping merchandise on price.

Confusion is compounded in the public mind when a traded-in car may be offered half a dozen different prices by as many dealers. As a car owner moves from one dealer to another and finally makes his choice, he does not know ultimately whether he has bargained for the best deal. He is left with a core of doubt and suspicion. He has lost confidence in automobile dealers. We are losing ground it has taken years to build up. It is damaging to the respect the car buyer held for a certain product. It is undermining the position of the automobile dealer in his community.

Business has to be put back on a higher plane. The small dealer in the small town is vital to the growth and development of the country's economy. Let no



Says the president of this Maryland dealership: "Due to the extension of credit, industry is producing at a rate that, in my opinion, is mortgaging the future. I can only view what is happening as preliminary to a climax that will send America into such an economic tailspin as never witnessed before.

one make any mistake-small business in the small town is the crossroads of America.

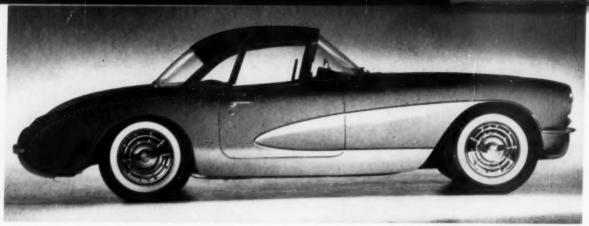
It is the hundreds of small dealers in the hundreds of small towns over the country that have put the products of the great industries into the hands of consumers. In our cumulative strength in the front-line positions we hold in the communities lies the continued healthy growth of industry. Industry depends on distribution in the small towns.

Industry cannot merchandise its own output. It has to have outlets. To maintain these outlets on a high level of business dealings, we have to have contractual agreements with the factories, agreements that must be adhered to. As an automobile dealer of 23 years' standing, I, like all other automobile retailers, believe in free enterprise. But it has to be a twoway street.

Dealers have a responsibility to both public and factory. Dealers interpret factory policy to the public. It is not the millions of dollars put into national advertising that sells cars in the local market. It is the word-of-mouth promotion on which car sales depend. This is not the kind of promotion that can be bought. It is a relationship built up between dealer and customer that is based on the Golden Rule.

If this foundation is allowed to crumble, the whole structure will come down.

So says this dealer. How do his words sit with you? Maybe there's something you would like to offer from your own experience and observation. If so, jot it down and shoot it on in!



Roll-up windows, power-operated fabric top and optional fiber-glass hardtop are among the features.

Classier Corvette

The Chevrolet Corvette, first of the "dream cars" to reach a production line, blossomed out this month in a 1956 model sporting new lines and performance features.

Marked by a completely restyled plastic body and greater performance than the sport car the Chevrolet Motor Division introduced in 1953, the latest Corvette offers:

A power-operated fabric top.

A removable solid top that will convert the open body into a closed-type or vice versa, at a minimum of time and effort.

Two transmissions. Both transmissions have floor-mounted shifter control. The choice is between a regular close ratio three-speed transmission or the optional Powerglide automatic transmission.

Roll-down side windows power motivated, if desired.

A V-8 engine of 225 horsepower, up 15% over the previous peak power rating.

In appearance, the Corvette can be quickly identified from other automobiles and its earlier counterpart. Most notable, rear quarters break from the horizontal follow-through that characterizes the popular passenger-car trend. Rear fenders sweep downward, approximating in profile the curve of the luggage compartment.

Bodies carry a "sculptured" depression, extending rearward into the doors from the front-wheel opening that is reminiscent of the Biscayne, a Chevrolet experimental star in the 1955 Motorama. This styling touch is chrome-outlined. Complementing these revisions in form, bumpers have been redesigned and the front fender lines strengthened. Also included are such other distinctive touches as front fender simulated air scoops; full diameter and chrome-plated wheel covers with simulated knock-off hubs.

The powerplant has been developed exclusively for the Corvette, Furnishing 225 hp at 5200 rpm., it contains a special high-lift cam and two four-barrel, eight-jet carburetors. Displacement measures 265 cubic inches, with bore at 3.75" and stroke at 3". Compression ratio is set at 9.25 to 1. Torque rates 270 foot-pounds at 3600 rpm.

Other engine high-spots include

polished, deep-ribbed cast-aluminum rocker covers; two buffed aluminum air cleaners, a new cylinder head, streamlined exhaust manifolds redesigned to cut backpressures and improve "breathing" and an optional full-flow oil filter attached at the rear of the crankcase.

In addition to a more powerful V-8, the Corvette lists as new a close ratio three-speed transmission, a redesign of transmission controls, a new rear axle, a coilspring clutch and optional racingtype tires.

The shift lever for both the standard three-speed transmission and the Powerglide is located on top of the floor tunnel between the two bucket-type seats. Connected directly to the transmission housing, much of the linkage on previous models is eliminated with more positive shifts resulting.

A rear axle gear ratio of 3.55 to 1 is used with both the standard (Continued on page 108)

Here you see the optional fiber-glass removable hardtop in place. Note the simulated air scoops situated in the upper front fenders.



SOUTHERN AUTOMOTIVE JOURNAL for JANUARY, 1956

Customers

Rent As Shop Repairs

By Richard Lane

How can shop volume be increased?

Perhaps you have been asking that,

Suggestions are as free—and as widely varied—as country road directions at a general store.

But if you are looking for an idea that's really different—and, more important, something that's been tried and proven—you may want to consider the operations of a busy Memphis, Tenn., company.

Court Avenue Repair Service, Inc., does 95% of the repair and service work that comes into its shop at 300 Court Avenue. About the only work sent out to other shops are radiator repairs and wheel balancing.



They get business two ways at the same time from some customers by renting a car while their own is in for repairs. If you're in a town above 8,000 population, this garage operator recommends you study his plan for possible copying. Here Service Manager Tommy Hoover (left) studies a smashed front-end with some men from his firm's big shop.

The fact that the shop is set up to handle practically any job is one reason why it stays busy all the time.

Another reason—and one that some other independent shops may want to consider seriously—is the fact that the firm offers special low prices on rental cars and trucks to individuals and business concerns while repair and service work is being done.

Court Avenue Repair Service is part of the operations of Leland Payton and Harold Wilkins, who also operate Court Avenue Car & Truck Rental Co., Inc., at the same convenient downtown location.

Court Avenue Repair Service, Inc., does the repairing and maintenance required by Court Avenue Car & Truck Rental Co.'s fleets of passenger cars and trucks. Yet Court Avenue Repair Service's work isn't limited to repairs and maintenance for the other company. To the contrary, it's divided almost 50-50 between work for Court Avenue Car & Truck Rental Co. and the general public.

Have you considered the advantages of being able to furnish a car or truck to a customer while his own is in the shop for days or a week or more? Payton has and he sees the advantages as at least two-fold:

"No one likes being without his car or truck during repairs," he reasons. "We are in the fortunate position of being able to do something about that, and thereby benefit both of our operations.

"We think we have a strong service-selling point in being able to offer a late-model car or truck to a customer whose car or truck is going to be tied up while repairs are made—after a wreck, for ex-

"Of course, the average garage isn't in the car-rental or -leasing business—but some could be very easily. Now don't get me wrong. My firm isn't begging for competition, but it's only fair to point out that here is something that some other service shops elsewhere

Truck service is still a big factor here, with fleets being uppermost.



SOUTHERN AUTOMOTIVE JOURNAL for JANUARY, 1956



A 50' workbench with an overhead chain hoist running all around it is the center of service operations at Court Avenue Repair Service. The shop, big with modern equipment, handles 95% of the jobs that roll in.

probably could consider on a limited scale with very little risk involved.

"With a large fleet of new cars and trucks to select from, we can keep our service customer happy on wheels, rented to him at a special low price. This low rate is made possible by our service shop doing the work on his car or truck. We think that gives us a definite advantage over many of our competitors in the service field—and it also gives us two sources of income from one account."

How does the low rate or concession apply?

"In our rental-car business we normally charge \$6 a day plus eight cents a mile, or \$30 a week plus eight cents a mile," Payton explains. "This includes gas.

"The low rate we offer on a substitute car while the customer's own car is in our shop for repair or service depends a lot upon what we are doing with the customer's car. If we have a big repair or service job, we can afford to make him a more attractive price on a rental car than we can in cases where only a tune-up or some other minor service is involved.

"In some cases we will rent a car to the customer on a special flat charge of \$6 a day and limit his mileage to 30 miles a day and let him pay for the gas. If it is for a week, we may charge him a flat \$30 with a 250-mile limit."

What if the customer exceeds the 30- or 250-mile limit?

"In that case, we lavy a small charge, such as perhaps two cents a mile, for the additional mileage," Payton explains.

"Normally, we expect a car to be in our shop for repairs or service for only a day. However, we do have some for several days." What about insurance? Are both the company and driver covered?

"When we furnish a car, the first thing we ask is whether the driver is insured for both liability and property damage," Payton declares. "If the customer doesn't have this insurance, we furnish him with it at a charge of one cent a mile.

"However, if the customer has his own liability insurance, it will protect him while his own car is laid up in our shop and he is driving one of our cars.

"We furnish the customer automatically with \$100 deductible collision insurance—at no extra charge—when he drives out in one of our cars. We also furnish fire and theft insurance.

"But if the customer prefers and 90% of them do—we provide complete collision coverage at \$1 a day or \$5 a week. This relieves the customer of any expense in connection with an accident."

Court Avenue Car & Truck Rental Co. has a fleet of about 100 cars and 50 trucks on lease. The firm keeps about 30 cars and about the same number of trucks available for transit rental. A certain percentage of these are available at any time for use of drivers whose cars or trucks are in the shop. It's a flexible operation. Court Avenue Repair Service simply draws cars and trucks from the rental pool as needed. Court Avenue Repair Service has been using the substitute car plan for the five years it has been in business.

Payton believes such a plan in (Continued on page 84)







This shop is surrounded by waiting jobs the owner knew how to round up.

Corralling the Shop Volume

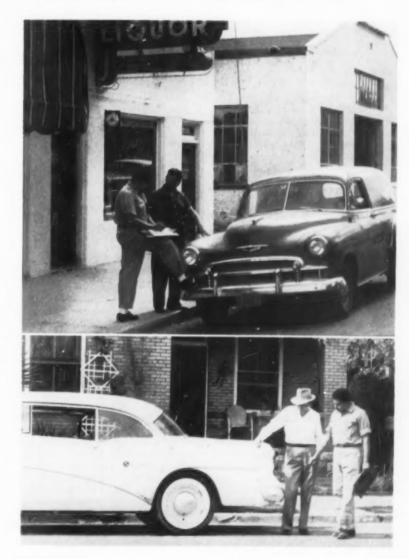
By C. Thomas

WHEN Frank Sanchez took over Ace Automotive Service, El Paso, Texas, a year ago it was averaging \$2,000 a month gross volume. Within ten months he built this up to better than \$5,000 a month.

First thing he had to do after acquiring ownership of the garage was to procure more business. And he could not rely on advertising to bring it to him. There was only

Above: This panel truck wasn't scuffed up, but it was more dull-looking than it appears here. Sanchez here quotes the owner a paint job which he bought.

Right: While talking with the truck owner, a customer of the package store came by and wanted to know what the garageman would charge to take out some fender dents.





"well-behaved" truck minding its own business in a quiet sort of way. But Frank noted there were a few broken staves in the stake truck. Immediately he had the owner and driver out to inspect.

An estimate was asked for. Following this, the owner told Frank to have a look at the front-end, as the truck was getting hard to steer.

"I usually ask for one job, and get two." Frank explained.

Currently, Ace Garage writes about 150 job tickets a month. These jobs total \$5,000 gross, which includes labor and parts.

It would seem that eventually the accumulation of solicited busi-

one recourse: Go out and solicit it.

"I couldn't see forcing myself to walk in and ask a man to give me his repair work," said Sanchez, who feels that asking in this manner is begging in one of its varied forms.

Yet he had to scout business.

What he did was compromise with himself. In walking around the neighborhood, he might spot a car with a damaged fender. He would approach the owner to let him estimate on that particular job.

"I had to have something definite to talk about," Frank explained. "It was evident there was a job needing doing, and I merely drew the car owner's attention to the fact I was eager and willing to take care of it for him."

Work of this nature was more evident to spot. As Frank had to have an opener of this type before approaching a prospect, there was nothing to do but install a paint and body shop to take care of this type work.

After getting a small body job, it was easier to work the customer into letting his shop do any other necessary work.

In walking down the street, when Sanchez spots a retailer's delivery truck parked out front, it has become a habit to go in and remind the owner a paint job



Top: Garageman Sanchez and the car owner sit on the latter's porch as the cost of bumping and touching up the fender is carefully figured. Above: This truck body job was had for the asking. Not only that but Sanchez's inspection led to a front-end adjustment job for his shop.

would enhance the appearance of the vehicle in his customers' eyes.

"Nine times out of ten the truck owners haven't even given a paint job a consideration," he said. "Fact is, they don't even know their panel trucks can use one until they walk outside and give it a look with a paint job in mind."

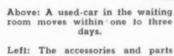
In walking around with this garageman for the opportunity to get pictures to illustrate this article, Frank spotted a furniture truck parked out front of its owner's place of business. It was a

ness would overtake itself and Frank would have all the work he could take care of from satisfied customers.

Maybe it should work out that way, but, sorry, it doesn't, Frank reported.

"There is always capacity business to be had. Trouble is, the average customer keeps putting off work that should be done now But 'later' never arrives, until the car flatly gets into such a condition there is no putting it off until later."





counter is situated so waiting service customers can browse and inquire about accessories from the ever-present counterman.

By RAYMOND ANSELMO President, Royal Motors, Inc. (Chrysler-Plymouth) Washington, D. C.

WITHIN the first month of operating in our redesigned shop, we trebled service volume and doubled accessory volume.

Our fastest selling used car is the one displayed in our waiting room. It usually sells in one to three

These phenomenal results were achieved without advertising. It proved to us that attractive surroundings planned for the personal comfort of the customer induced him to return, and even tell his friends. You don't have to fight for business if you are set up for the customer's consideration. It is the only explanation we can offer, for we did not advertise ourselves in the newspaper, nor did we write anyone or put up any signs. And there are a good many new faces appearing in our shop along with familiar ones

In replanning our expanded operation that brought an additional 22,000 square feet of shop space to our existing 5,200 square feet in two buildings at different locations, we anticipated eliminating more than the difficulties of decentralized supervision.

In our attractive new two-floor building of modern design with modern facilities for car servicing, we wanted to give our customers special consideration.

We wanted to create an atmosphere congenial to women customers waiting for their cars to be repaired. We wanted to strive for a quiet, relaxing, comfortable atmosphere, suggestively homelike, where the clatter and din of the shop would be removed. Moreover. we wanted a shop that no salesman would hesitate taking his women customers into.

With this goal ahead, we pondered on a suitable color scheme and upon consultation with a color stylist, selected a beige ceiling with pastel green walls for our shop. We removed all dirty and noisy repair work like body and frame straightening, welding and air compressing to our basement shop, placing quiet repairs like tune-ups, brakes, electrical, frontend and transmission work in the second-floor shop which was on a level with our waiting room.

We furnished our spacious 30' by 50' waiting room with upholstered furniture of contemporary design, adding lamps, tables and pictures for a homelike setting. Air conditioned and equipped with a telc vision set, the waiting room is invitingly pleasant-and successful as a sales medium, for we have placed a counter of accessories and displays on view for the public, and a counterman at their service. We also display a late-model used car in excellent condition that creates interest as an unusually good buy.

To relieve our waiting clientele from the bustle and haste of snatching a bite to eat at a neighborhood counter or restaurant while their cars are being repaired, we have added box

(Continued on page 94)



SOUTHERN JOBBERS and FACTORY MEN

Let's Look at Ourselves

A veteran sales manager sizes up today's picture and its meaning

By ERNEST G. SPUHLER

President, Georgia Automotive Wholesalers Association Atlanta, Ga.

W HOLESALERS generally report increased sales volume, but lower net profits. Great concern is being registered about the narrowing profit margins and greatly increased operating costs.

Although much has already been written and said on the subject of profits, further discussion may help to develop solutions.

Many jobbers believe that the faults lie with their suppliers, in that the manufacturers set prices, control distribution and make the policies concerning service, freight allowances and cash discounts by which the jobber must abide. Others point critically to the manufacturers for creating severe competition by setting up large numbers of other wholesaler outlets in their marketing area, and feel that the jobber has little control over the situation.

Conceding that the influence of suppliers is of vital importance in determining jobber profits, and further conceding that most of the policy is relatively beyond the control of the jobber, it should be logical for automotive wholesalers to survey carefully that part of the profit pattern over which they do have some control.

This is not intended to lessen or discourage the well-directed efforts of jobbers, either individually or by means of the excellent jobber associations, to acquaint manufacturers with the serious problems of profits and distribution, but

rather to stimulate some selfstudy and some constructive thinking about the jobber's own operation

Most suppliers have an earnest interest in the success of their jobbers and extend real assistance and cooperation. They, in turn, have their own problems of costs and distribution to worry about. Some manufacturers have been critical of jobbers for their failure to provide good distribution and to make full use of the costly sales and ad-

vertising programs developed by the manufacturer.

It would be less costly for a supplier to obtain maximum volume from fewer jobbing outlets, and the jobber in turn would achieve higher turnover of inventory. Jobbers then could be said to have some control over their own competition, depending upon the way they represent their suppliers and in the manner which they carry out sales programs and maintain inventories to provide the desired distribution for their supplier.

When confronted with a pattern of smaller profits, jobbers may conclude that the remedy lies in increased sales volume. This will be true only if the added cost of obtaining the extra volume is in favorable ratio to the net profits from those sales. The method by which sales are increased is also

The author (right) is sales manager of John A. Harris & Son, Inc., Atlanta. Here he indicates some sales trends to President John A. Harris, Jr. Before joining his company three years ago, he was zone manager for The Weatherhead Co for seven years and before that was sales manager for Fairmount Tool & Forging Co., Cleveland, Ohio. He is a charter member of Georgia Automotive Wholesalers Association.



Why Have a State Association?

To this question—often asked by non-member wholesalers—came this reply from this president who has steadfastly promoted the idea of a Georgia association:

An association of automotive wholesalers, like an association of any other trade group, must have the objective of aiding its members to become more successful. Among the many services which can be rendered, it may properly be considered that efforts concerned with improving jobbers' net profits are most important, for when profits are high other problems are less serious or, at least, more easily solved.

vitally important. Hiring additional salesmen and increasing advertising programs are the usual first steps in striving for more sales volume. However, such steps can sometimes add to the problem of higher costs and lower profits.

Extending extra discounts will many times produce sales results, but will further reduce profits. So, also, will adding freight allowances, cash discounts and extra delivery services increase operating costs and reduce net profits. When a group of jobbers in an area begin to compete with each other unwisely, whether by means of cutting prices or providing services beyond those normally extended, the usual result is that they all end up doing about the same amount of business as before but at greatly increased cost and at much lower profit. Their customers get more services and lower prices, but the jobber benefits lit-

Increases in the prices of the parts which the jobber sells are usually accepted without undue concern and passed along to the trade. That the higher prices will reflect an increase in the jobbers' operating costs is not always quickly realized. Costs of equipment, fixtures, furniture, tools and supplies follow general price trends and take their toll of profits. Taking this added cost into consideration is important in developing a true picture of operating costs.

During periods of good sales volume, some laxity may develop in supervision of operating expenses. Carelessness in the use of lights, telephone, heating, air conditioning, postage, office supplies and maintenance supplies may be expected to follow. Obtaining the cooperation of all employees in

prudent and economical use of the items mentioned will result in substantial savings. Failure to discuss these matters will likely convey the impression that everything is proceeding normally, and that the employees have no need to concern themselves with costs.

Purchasers of expensive shop equipment will ordinarily keep the amount of their investment constantly in mind and strive to utilize fully the productive capacity of each machine or device. It is no less important to keep in mind the investment represented by the training of each employee and his capacity to perform work. When it is considered good management to employ skilled operators for equipment and observe good maintenance practices, it should be equally important to obtain the maximum cooperation and production from each employee.

Busy jobbers, occupied with their many daily problems, frequently neglect the important personnel relations which could easily improve the efficiency and output of their business.

Every employee has a reserve of energy and interest which can be unleashed with proper appeal. Unlocking that extra effort requires intelligent direction and careful study of personnel relationships. Good morale and enthusiasm pay big dividends in more output and greater efficiency, as well as customer relationships. Many fine incentive plans are being used successfully by firms to improve their operation. Any plan which develops greater enthusiasm and increased efforts is worth serious consideration.

During good business periods and full employment, wages, too, follow the upward trend. When a shortage of trained help is experienced, it is common for employers to compete for skilled help and bid up the wages in doing so. There is little that an individual jobber can do about this situation except to study his operation carefully to determine if maximum output is being realized from each employee. Minimum wage legislation has also brought about generally higher wages and further increases in costs which cannot be passed on to the trade by the jobber as readily as by the manufacturer.

Watch That Turnover!

Getting and distributing good lines with wide acceptance and maximum profit margins is an important requirement for a successful business operation. Careful study of available product lines and selection of the best lines with the highest profit factor is sound management. However, even though it is elementary in business, the important factor of turnover is often overlooked. A line with a profit of 331/5% and three turns a year is more desirable than a 40% line with only two turns per year. Analysis of inventory and sales reports will readily reveal product lines producing the highest turnover and profit.

It is possible for a jobber to have tight and efficient control of all important internal operations of his enterprise and still have less than a satisfactory business. When this is true it may well be that his major attention has been diverted from the external phase of his business, the sales programs and customer relationships.

There is often some evidence of "letting down" from the aggressive sales programs and close contact with customers after a business has become successful and profitable. The extra demands of management may take the owner off the counter where he helped build up his business and place him in an office in the back of the store, out of personal contact with his customers, and somewhat remote from the daily activity.

Perhaps less time is available for the outside contacts which obtained many of the best customers and kept their loyal support. Slight let-downs in the demands upon the sales force for new accounts and increased volume will surely start a downhill trend. Close supervision and study of

(Continued on page 104)





Harold's Home



With a branch in New Iberia, La., and personnel totaling 15 in addition to executives, Harold's is a distributor of most of the lines handled, serving many jobbers in the territory.

The new home is 80' by 100' with an imposing glass front. It is of concrete block and brick construction with a steel and concrete roof. Parking is exceptionally convenient, with such facilities available on three streets surrounding the structure and, in addition, more than 25 cars may be parked on the property.

A second story may be added to the main building later, since construction was engineered with that in mind. Machine shop and bulk storage are in a steel building to the rear, to isolate noise and dirt.

Entering Harold's, the customer steps upon a display floor of terrazzo, which sweeps to the 46'-long

At left above: The office occupied by Harold J. Delhommer, Sr., is modernly equipped. Center: Note use of mahogany in this area adjacent to the counter. Left: Observe how the names of major lines handled are painted on the mahogany back-drop behind and above the counter.



Eight of the past presidents of the 18-year-old Automotive Wholesalers' Association of Alabama were on hand when a program development award was presented last month from the American Trade Association Executives. Seated are (l. to r.): R. B. McLure of Montgomery, 1938; A Harper Johnson of Montgomery, 1947-48; J. R. Williams of Decatur, 1953; E. B. Conn of Mobile, 1940; P. J. Sawyer of Anniston, 1952; Ed Coward of Mobile, 1954; M. D. Taylor of Andalusia,

1950; Lee W. Meriwether, Sr., of Montgomery, 1938; standing, Nathan M. Roberts, executive secretary; Tom Crowe of Birmingham, a director; Lee W. Meriwether, Jr., of Montgomery, treasurer; John B. Cunningham of Birmingham, president; B. W. Ruark, general manager of MEWA and a director of ATAE, who presented the award for ATAE; J. E. Combs and John D. Lee of Anniston, directors; D. B. Jones of Opelika, vice-president, and J. L. Wiggins, manager of NSPA.

counter, this being finished in formica, with recessed wells for catalogs, telephones and intercoms. This inter-com system is especially modern, since master stations may be called from all other stations without disturbing those near the master stations.

Wood is used at only two points. Behind the counter and on the walls of the office of Delhommer, Sr., the finish is of Philippine mahogany. The floor in the office of Delhommer, Sr., is of cork tile, while the floor in the office of Delhommer, Jr., and the bookkeeping department is of plastic tile.

To enrich appearance of the building from the outside, decals and other advertising have been kept off the plate glass, but lines handled have not been ignored. The names of approximately 60 lines have been neatly painted on the mahogany back-drop behind and above the counter.

Both summer and winter air conditioning is provided for the entire establishment, with controls that can adjust for different temperatures in different sections. More than 100 eight-foot slimline fluorescent lights are used for bins and other lighting and time switches insure both protection and emphasis on display as needed throughout the night.

In reporting on the new home of Harold's, Harold Delhommer, Jr., said:

"We are very happy with the new building in that we built it ourselves. You might say that we designed it, drew the plans, watched it become a reality and moved in ourselves—a complete parts building by Harold's.

"It fits our needs perfectly and our customers like it, since we now have more room to serve them and it is free of dirt, mess and confusion. We moved about 20 blocks from our old location, in the heart of the business district where we were near other wholesalers, to the outskirts of Lafayette and we feel that we will benefit in more ways than one by the move."

Harold, Jr., reports that the volume of Harold's, Inc., has increased each year since the business was launched in October of 1945. But he adds that it is too early to predict whether or not the move will result in another increase.

Alabamians Push Bill To Check Coercion

ENACTMENT of the bill before the national House of Representatives to outlaw coercion by big business upon its retail outlets was urged last month in a resolution adopted at the fall convention of the Automotive Wholesalers' Association of Alabama at the Hotel Whitley in Montgomery.

Said the resolution, in part: "Whereas, the Small Business

"Whereas, the Small Business Committee No. 5 of the House of Representatives of Congress has been conducting an investigation into the alleged coercive and discriminatory practices against retail operators by oil company suppliers; and

"Whereas, the preponderance of testimony and evidence presented to this committee revealed that these major oil companies do now, and have for some time, through threats and other pressures, forced exclusive arrangements on retail service station operators; and

"Whereas, these attempts to coerce independent businessmen are contrary to the American ideal of free enterprise and competition; and

"Whereas, this policy of major oil company coercion not only threatens the security of the automotive wholesaler, but also of his independent business; and

"Whereas, the chairman of the house sub-committee studying this problem, the Honorable James Roosevelt, has introduced in Congress H. R. 7096, amending the Clayton Anti-Trust Act, so as to free those in commerce from restraint of trade and to allow small businessmen freedom of choice in the conduct of their respective businesses as independent enterprisers; and

"Whereas, H. R. 7096 has been referred to the House Judiciary Committee; now

"Therefore, be it resolved that we, the Automotive Wholesalers of Alabama, in convention assembled at Montgomery, Alabama, on Dec. 12, 1955, do endorse and urge the passage of H. R. 7096."

The convention, attended by approximately 70 persons, endorsed the suggestion of its safety committee chairman, Blanton Hood of Genuine Parts Co., Birmingham, that a system of safe-driving record-keeping be inaugurated by

(Continued on page 128)



SERVICE and MAINTENANCE

Servicing '56 Dodge Bellows Power Brake

The 1956 Dodge bellows-type power brake is connected mechanically to the pedal linkage but has no connection with the hy-

Illustrations and technical data courtesy of Dodge Division of Chrysler Corp.

draulic brake system. It is an air suspended unit and, therefore, requires a vacuum reserve tank. The mechanical contact between the unit and the brake linkage exists only when the unit is assisting in a brake application.

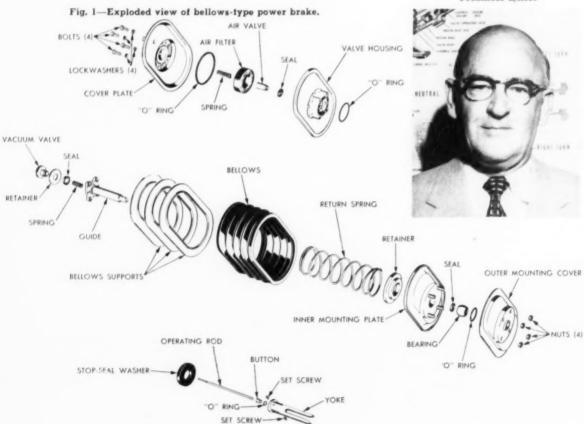
Should it become necessary to remove and disassemble the bellows-type power brake unit for overhaul or repair, refer to Fig. 1, then proceed as follows:

1.—Remove the nuts that attach the mounting plate to the unit, then slide plate off and away from unit. Remove and discard mounting plate "O" ring.

2.—Using an allen wrench, back out the two set screws sufficiently to allow removal of yoke. Slide yoke off end of guide and away from unit, as shown in Fig. 2. (Slightly compress bellows by hand for clearance when loosening set screws.) Remove rubber stop seal washer.

3.—Lift the valve operating rod out of the unit, then remove and discard the valve operating rod button seal.

By E. M. Lowery Technical Editor



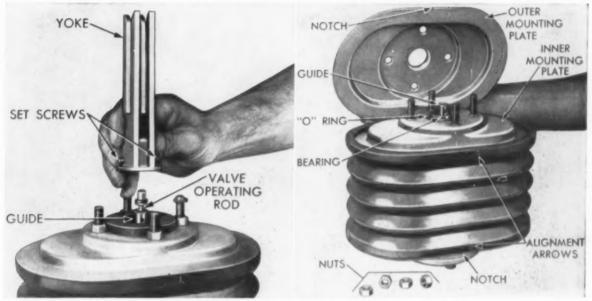


Fig. 2-Removing and installing yoke.

Fig. 3—Removing and installing outer mounting plate.

4.—Remove the nuts that attach the outer mounting plate. Using a screwdriver, gently pry up on plate to loosen. Lift plate straight up and away from unit, as shown in Fig. 3. Discard "O" ring.

5.—Compress the bellows by hand sufficiently to expose the guide bearing. Slide bearing off end of guide, as shown in Fig. 4. Remove and discard the bearing seal from inside of bearing.

6.—Peel back the outer lip of bellows completely around the inner mounting plate. (Keep one hand on inner plate to keep it from snapping up.) Remove plate and lift out the return spring retainer.

Place unit on its side, then remove the bolts and lockwashers that attach the valve cover to valve. Lift off valve cover, as shown in Fig. 5. (If necessary, use a flat blade to separate cover plate from the bellows flange.) Extreme care should be used to avoid marking or scratching inner face of plate where it clamps to bellows flange. A scratch on this surface could cause a leak.

8.—Remove the "O" ring from valve cover and discard. Remove the air valve spring from center of valve, then remove the air filter. Now, slide the air valve out of the valve housing, as shown in Fig. 6. (It may be necessary to form a hook from a paper clip to remove valve.)

9.—Place the valve housing end down on bench, then remove the bellows from valve by peeling back the outer lip of bellows. Lift bellows up and away from valve. If a new bellows is to be installed, remove the three bellows supports.

10.—Remove the bolts and lockwashers that attach the guide to the valve body. Lift off guide to expose the vacuum valve, valve spring and seals, as shown in Fig. 7. Remove and discard seals.

11.—Lift out the vacuum valve and retainer. Remove and discard valve housing to guide seal.

12.—Invert the valve housing, then remove the air valve seal from its groove in valve body. Caution: If using a sharp instrument or pointed pliers, be very eareful not to mark or scratch the inside diameter bore of valve hous-

Fig. 4-Removing guide bearing.

COMPRESS
BELLOWS
SLIGHTLY

INNER
MOUNTING
PLATE

VALVE HOUSING

BOLTS

BEARING

COVER

AIR FILTER

COVER

AIR VALVE
SPRING

DIMPLE

Fig. 5-Removing valve housing cover.

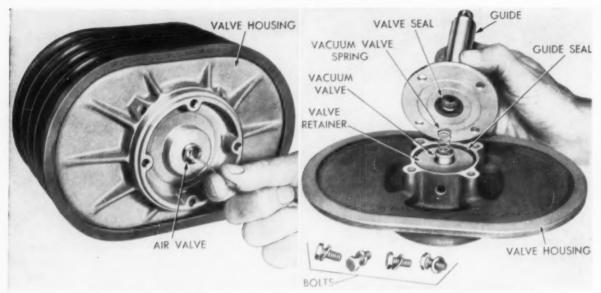


Fig. 6-Removing air valve.

Fig. 7-Removing and installing guide.

ing.

The bellows-type power brake now has been disassembled as far as necessary for cleaning and inspection. Clean all parts (except bellows, bearing and air filter) in a suitable solvent and blow dry with compressed air. After parts are cleaned, place on clean paper for reassembly. If necessary, the bellows may be washed in mild soap and water.

Inspect all parts for wear and damage. Check the air valve for signs of scoring or wear. If valve body or valve is scored or worn, install new parts as required. At reassembly, use new "O" and seal rings.

Reassembling the brake:

Be sure all seal and "O" rings are suitably coated with silicone grease. (Rings and seals are precoated in parts kits.)

To reassemble the bellows-type power brake, refer to Fig. 1, then proceed as follows:

1.—Insert a new air valve seal into the bore of the valve housing (lips of seal facing out when installed).

Carefully position a new vacuum valve in the retainer. Invert valve housing, then install vacuum valve and retainer in housing. Place down firmly on retainer to snap in place.

3.—Position a new valve housing to guide seal in the groove provided. Now install a new vacuum valve seal in the bore of guide, with the lips of seal toward bottom of bore.

4.—Install the vacuum valve spring in the center of valve (smallest). Now position the guide over the vacuum valve, lining up bolt holes in guide with the bolt holes in the valve body. (Refer to Fig. 7.) Carefully lower guide down against valve body, making sure the tapered portion of the vacuum valve enters seal evenly. Press down on guide to seat, then install bolts and lockwashers. Tighten evenly and securely.

Caution: Be sure the countersunk holes at end of guide line up with the long centerline of the valve housing.

5.—If a new bellows is being installed, position the supports in bellows. (Supports must be centered in the three center accordion folds and aligned with bellows and each other.)

6.—Using holding fixtures (made from a piece of four-inch

pipe) to support the guide and valve assembly, install the bellows. Be sure the arrows on edge of bellows and housing are aligned.

7.—With the assembly in the holding fixture, lightly coat the outside surface of the air valve with silicone grease (do not use any other kind), then insert (the small end first) into the bore of valve housing. Use finger pressure to test for free movement of valve against vacuum valve spring.

8.—Install air valve spring in recess in air valve and air filter.

9.—Install a new valve housing cover "O" ring on the shoulder provided on the valve body hub. Position the valve body cover over the valve housing, with notch in the edge of cover, matching the arrow on bellows. Be sure that the air valve spring nestles on the dimple in the center of cover. Press cover down evenly over valve housing to seat cover "O" ring. Install bolts and tighten securely.

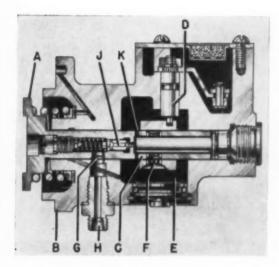
10.—Remove assembly from holding fixture, then invert unit. Coat the guide lightly with silicone grease, then install return spring. Position the spring evenly around hub of valve housing and guide.

11.—Place the spring retainer and inner mounting plate over spring, being sure that the arrow stamped on plate is in line with arrow on edge of bellows. Compress return spring, then fold bellows lip over edge of plate. Be sure the bellows fits evenly all around plate.

(Continued on page 86)

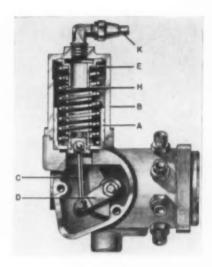
February: Chrysler's Push-Button Control

Packard and Chrysler introduced push-button control of the automatic transmission in their '56 models. Next month an article will explain servicing details on Chrysler's unit.



Left: Fig. 1 — The gasoline injection pump.

Right: Fig. 2 — The injection pump control.



New Injection System

A GASOLINE injection system that would replace conventional carburetors on passenger cars was announced last month by the American Bosch Division of the American Bosch Arma Corp.

Increased horsepower output, improved acceleration and better fuel economy as well as smoother engine performance and freedom from vapor lock are claimed for the system.

The accompanying four illustrations cover the technical details: The injection pump (Fig. 1):

This sectional view of the injection pump proper shows (A) the single unit face-cam and plunger which is reciprocated and rotated by the engine's drive mechanism at one half engine speed. A metering sleeve (C) fitted to the plunger is adjusted for fuel metering by eccentric shaft (D) linked to the pump control.

In operation, supply fuel enters sump (E) and during the suction stroke fills the internal volume of the plunger through radial ports (F) in the plunger and sleeve. As the plunger turns, the fill ports are covered at the end of the suction stroke and distributing port (G) registers with one of the outlets (H).

At the start of the pumping stroke, fuel trapped in the internal volume of the plunger is forced out through spill ports (K) to sump (E) for that part of the stroke determined by the metering sleeve position. As the plunger lifts further, the spill ports are covered by the sleeve and fuel is then forced through delivery valve (J) and out through distributing slot (G) to a nozzle line. Injection continues to the end of the stroke and the cycle repeats for an adjacent outlet.

The injection pump control (Fig.

Mounted directly on the pump, the control unit receives control pressure from the mixture control through tube (K) and translates it through link (C) and lever (D) into an angular movement at the metering shaft of the injection pump. At high control pressure corresponding to low manifold vacuum (wide open throttle) piston (A) is moved down in cylinder

(Continued on page 92)

Fig. 3-The mixture control.

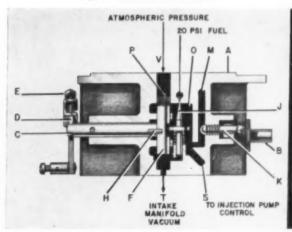
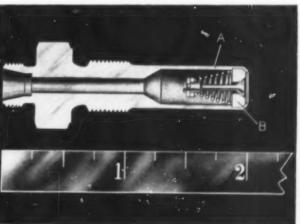


Fig. 4—The injection nozzle.



SOUTHERN AUTOMOTIVE JOURNAL for JANUARY, 1956



BODY SHOP OPERATIONS

Make Those Hoods Fit!

By E. M. Lowery Technical Editor

I F You have never had any trouble making hoods fit, then you're a marvel of this industry. Let's take a gander at hood service on the '55 Chevrolet and Ford.

First, Chevrolet:

Hood assembly—hood hinge removal:

1.—Prop the hood in the extreme open position and place protective covering over cow1 panel and fenders.

2.—Scribe position of hinge attachment on hood rear reinforcement and remove two bolts.

 Scribe position of hinge attachment on cowl wall and remove two bolts and hinge.

Installation:

 Seal hinge attaching holes at cowl wall with body caulking compound.

 Align hinge attaching parts within scribe marks and install bolts.

3.—Remove protective covering. Hood lock and locking plate:

The hood lock is attached to the lock reinforcement with two bolts and a sheet metal screw. The locking plate is attached to the grille reinforcement with two bolts and with one bolt to the spacer assembly. The locking plate holes are slotted to provide a lateral adjustment of the locking plate.

Hood ornament assembly:

The hood ornament assembly is



Fig. 1—Correct hood alignment is not difficult when established procedures are followed. Service on the '55 Chevrolet and Ford (except Thunderbird) are covered step by step here.

attached with three bolts to the hood.

Hood emblem:

The hood front emblem is attached to the hood with bolts and speed nuts.

Hood lacing:

The hood lacing is retained by spread snap clips which are inserted into holes provided in the top of the cowl.

Hood assembly removal:

1.—Prop hood in open position, then place protective covering at top of cowl and on fenders.

2.—Scribe position of hinge attachment on hood rear reinforcement.

3.—Carefully remove attaching bolts at hinge to hood. Care must be used to prevent hood from dropping and damaging surrounding parts.

4.—Rémove hood from vehicle. Installation:

 Protect top of cowl and fenders with covering.

Place hood in position over hinges and loosely install bolts.

3.—Prop hood in open position and place hinge to hood attaching plate within scribe marks and tighten bolts.

4.-Adjust, if necessary, and re-

February: Deck Lid Torsion Bar

Deck lid torsion bar adjustments will be covered next month by Ed Lowery in this department. He will seek to report for you on the lower-priced three makes of cars. move protective covering and prop.
Adjustment:

An up or down vertical adjustment of the hood is provided through slotted holes at the cowl attaching point. Lateral and longitudinal adjustments are provided through the oversized holes at the hinge to hood attaching point.

Hood filler panel and rod:

The hood filler panel is attached with two rivets at each side to the flange of the hood. In addition, it is attached with four rivets to hood lock reinforcement. A seal is provided between the filler panel and the hood. The hood rods which run diagonally from in front of the filler panel to each side of the lock reinforcement are also attached with rivets.

Hood rear reinforcement:

The hood reinforcement is riveted to the side flanges of the hood and is provided with an antisqueak pad at center line of the hood.

Hood bumpers:

Three stationary hood bumpers are located on each side at the fender to fender skirt attaching flange. In addition, two adjustable bumpers are provided on each side, one at the cowl and the other at the radiator grille reinforcement bar.

'55 Ford Hood Service

Hood adjustments on the '55 Ford (except Thunderbird) are provided at the hood hinge brackets and at the adjustable rubber bumpers on the front of the hood (Fig. 2). Most hood adjustments require a corresponding adjustment of either the hood lock dowel and plate assembly or the dowel.

Elongated holes in the hinge to hood brackets permit the hood to be shifted forward or backward. If both sides of the hood are shifted equally in the same direction, either a forward or backward change in position will result. However, if one side is shifted forward and the other side is shifted backward, a lateral change in hood position will result. Such horizontal shifts in hood position require corresponding shifts in the lock dowel and plate assembly.

The hood lock dowel and plate assembly can be shifted in any direction horizontally. This shift is made possible by elongated bolt holes in the dowel plate, which permit forward and backward movement, and by elongated bolt holes in the support panel, which permit lateral movement. Also, the dowel hole in the center of the

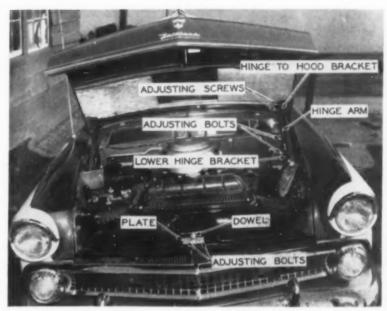


Fig. 2-The various points of hood adjustment.

support panel is enlarged for all horizontal adjustment.

Elongated holes in the cowl side panels permit the rear end of the hood to be raised or lowered. This hood adjustment requires no corresponding adjustment of the lock dowel or plate.

The front end of the hood can be raised or lowered by shortening or lengthening the adjustable rubber bumpers at the front of the hood on either side. If the bumpers are adjusted, the lock dowel must be correspondingly lengthened or shortened for proper lock operation.

Hood shifted to one side at front: If the hood is shifted to one side at the front, loosen the hinge adjusting screws at the side that has the excessive space. In extreme cases, it may be necessary to loosen the adjusting screws on both sides. Grasp the front of the hood and shift it toward the side that has the excessive clearance until the hood is centered between the fenders. Tighten the hood adjusting screws. After final hood adjustment, adjust the dowel and plate assembly to match the new hood position.

Excessive space along rear:

If the hood has excessive space between the rear edge of the hood and the cowl top panel, loosen the hinge to hood adjusting screws on both sides. Move the hood toward the rear in the elongated holes at the hinges. Tighten the screws at each hinge, then adjust the dowel and plate assembly to match the new hood position. As a final check, pull the release handle, and if the auxiliary hood latch does not release, adjust the lock mechanism.

Hood high at rear:

If the top surface of the hood, along the rear edge, is higher than the cowl top panel, loosen the nuts on the adjusting bolts that attach the hinge brackets to the cowl side panels. The two rear nuts for each hinge to cowl side bracket can be reached from inside the car. Lower the brackets in the elongated holes until the top surface of the hood is flush with the cowl top panel when the hood is closed. Tighten the nuts.

Hood high at front:

For proper adjustment, both sides of the hood should be flush with the fenders. If the front edge of the hood is higher than the fender at both sides, loosen the lock nut on each of the two adjustable rubber bumpers at the front end of the hood. Shorten the adjustable bumpers until the hood is flush with both fenders when closed. Tighten the lock nuts.

If the front end of the hood is high at one side only, loosen the lock nut on the adjustable bumper at the high side. Shorten the adjustable bumper until the high side of the hood is lowered to equal the height of the opposite side, and tighten the lock nut. After making either of the above adjustments,

(Continued on page 88)

1956 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	Std. Wheelbase	ENGINE											WH	86	BRAKI		
		No. Cylinders and Valve Arrangement	Bere and Strake	Taxable H. P.	Max. Rated H. P. at R. P. M.	Camahaft Drive	Main Bearings	Crankcase Cap. (Qts.)	Air Cleaner	Oil Filter	Vibra. Damper	Coeling System (No Heater) (Ots.)	Caster (Degrees)	Camber (Degrees	Tee-In (In.)	Service	
BUICK Special & Century BUICK Super & Floadmaster	122 127	V8I V8I	4 x 3.20 4 x 3.20	51.2 51.2	220@4400 255@4400	Ch Ch	5 5	6	OB OB	Y	Y	17½ 17½	+1/2 to-11/2 +1/2 to-11/2	+1/4 to - 1/4 +1/4 to - 1/4	1/4 to 1/4 1/4 to 1/4	H	
CADILLAC 60	133	V8I	4 x 3%	51.2	285@3600	Ch	5	5	OB	Y	Y	1734	-1/2 to-11/2 -1 Prl.	-% to+%	36	H	R
CADILLAC 62	129	VSI	4 x 3%	51.2	285@3600	Ch	5	5	OB	Y	Y	171/2	-1 Pri.	-% to+%	96	H	R
CADILLAG 75	149%	VSI	4 x 3%	51.2	285@3600*	Ch	5	5	OB	Y	Y	1734	-1/2 to-1/2 -1 Prf.	-% to+%	36	H	R
CMEVROLET 6 CHEVROLET 8 CHEVROLET Carvetta	115 115 102	6L V8I V8I	3% x 31% 3% x 3 3% x 3	30.4 45	140@4200 162@4400¹ 225@5200	G Ch	4 5	5 4	OB OB	Y	Y	16 16	+1/4 to+1/4 +1/4 to+1/4	0 to+1 0 to+1	1/4 to 1/4 1/4 to 1/4	H	RRR
CHRYSLER Windsor CHRYSLER New Yorker CHRYSLER Imperial CHRYSLER Crown Imperial	126 126 133 149½	V8I V8I V8I V8I	3.81 x 3.63 3.94 x 3.63 3.94 x 3.63 3.94 x 3.63	46.5 49.7 49.7 49.7	225@4400 280@4600 280@4600 280@4600	Ch Ch Ch Ch	5 5 5 5	41/2 41/2 41/2 41/2	OB OB OB OB	Y Y Y Y	Y Y Y	24 25 25 25 25	-2 to 0 -2 to 0 -2 to 0 -2 to 0	Left+1/2 Right 0 Left+1/2 Right 0 Left+1/2 Right 0 Left+1/2 Right 0	1/8	H H H	Po Po Po
CONTINENTAL	126	VsI	4 x 3.66	51.2	NA	Ch	5	5	OB	Y	Y	23	+% to+1%	0 to+%	1/0	H	R
DeSOTO Fire Dome	126 126	V8I V8I	3.72 x 3.80 3.72 x 3.80	44.3 44.3	230@4400 255@4400	Ch Ch	5	4	OB OB	Y	Y	23 23	-2 to 0 -2 to 0	Left+14 Right 0 Left+14 Right 0	34	H	Pi
DODGE Coronet 8 DODGE Coronet 8 DODGE Royal 8	120 120 120	6I, V8I V8I	3.25 x 4.63 3.63 x 3.256 3.63 x 3.80	25 4 42 2 42 2	131@3600 189@4400 218@4400	Ch Ch Ch	4 5 5	5 5 5	OB OB OB	Y Y Y	Y N N	13 19 20	-2 to 0 -2 to 0 -2 to 0	Left+1/4 Right 0 Left+1/4 Right 0 Left+1/4 Right 0	14	H	Pa Pa Pa
FORD 6 Main., Cust., Fair. FORD 8 Mainline & Cust. FORD 8 Fairlane FORD Thunderbird	115½ 115½ 115½ 102	61 V8I V8I V×I	3.62 x 3.60 3.62 x 3.30 3.75 x 3.30 3.80 x 3.44	31 54 42 5 45 46 21	137@4200 173@4400 200@4600 225@1600	Ch Ch Ch	4 5 5 5	4 5 5 5	OB OB OB	Y Y Y Y	Y Y Y Y	14½ 19 19 21	0 to+1½ 0 to+1½ 0 to+1½ 0°30′ to+1³30′	0°8' to+1°8' 0°8' to+1°8' 0°8' to+1°8' 0°8' to+1°8'	to to the to the to the to the	H H H	RI RI RI
HUDSON Wasp 6 HUDSON Hornet 6 HUDSON Hornet V-8	$\begin{array}{c} 114\frac{1}{2}\\ 121\frac{1}{4}\\ 121\frac{1}{4}\end{array}$	6L 6L V8I	3 x 484 3136 x 416 4 x 332	21.6 34.88 51.2	120@4400 165@3800 200@4600	Ch Ch Ch	4 4 5	5 7 5	OB OB	Y Y Y	Y Y Y	13 18½ 27	0 to 14 0 to 14 0 to 14	± 1/4 ± 1/4 ± 1/4	his to his his to his his to his	H	R'R'
LINCOLN	126	VsI	4 x 3.66	51 2	285@4600	Ch	5	5	ОВ	Y	Y	23 2	0 to +11/2	0 to + %	1/2 to 1/2	Н	R
MERCURY	119	VsI	3.80 x 3.44	46.21	210@4600	Ch	5	5	OB	Y	Y	19	0 to +11/2	6 to + %	1/2 to 1/2	H	R
NASH Statesman 6 NASH Ambasador 6 NASH Ambasador 8	$\begin{array}{c} 11416 \\ 12114 \\ 12114 \end{array}$	61 V81	316 x 416 316 x 416 4 x 316	23.44 29.4 51.2	130@4500 135@3700 220@4600	Ch Ch Ch	4 7 5	4 6 5	OB OB	Y Y Y	Y Y Y	11 17 27	0 to +1/2 0 to +1/2 0 to +1/2	± 1/4 0 Prf. ± 1/4 0 Prf. ± 1/4 0 Prf.	1/2 to 1/2 1/2 to 1/2 1/2 to 1/2	H	R R
DLDSMOBILE "88" DLDSMOBILE Super "88" DLDSMOBILE "98"	122 122 126	V8I V8I V8I	376 x 376 376 x 376 376 x 376	48 48 48	230@4400 240@4400 240@4400	Ch Ch Ch	5 5 5	5 5 5	OB OB OB	Y Y Y	Y Y Y	$\begin{array}{c} 20\frac{1}{2} \\ 20\frac{1}{2} \\ 20\frac{1}{2} \\ 20\frac{1}{2} \end{array}$	0 to -14 0 to -14 0 to -14	-14 to +14 -14 to -14 -14 to -14	1/4 to 1/4 1/4 to 1/4 1/4 to 1/4	H	RY RY
PACKARD Clipper PACKARD Caritibean PACKARD	122 127 127	V8I V8I V8I	4 x 3.5 456 x 3.5 436 x 3.5	51 2 54 45 54 45	275@2800 310@2800 290@2800	Ch Ch Ch	5 5 5	5 5 5	OB OB OB	Y Y Y	Y Y Y	26½ 27 27	$ \begin{array}{c} -1 \text{ to } \pm \frac{1}{2} \\ -1 \text{ to } \pm \frac{1}{2} \\ -1 \text{ to } \pm \frac{1}{2} \end{array} $	0 to + \$\frac{3}{4}\$ 0 to + \$\frac{3}{4}\$ 0 to + \$\frac{3}{4}\$	0 to 1/6 0 to 1/6 0 to 1/6	H	RV RV
PLYMOUTH 6 PLYMOUTH 8	115 115	6L V8I	3.25 x 4.63 3.75 x 3.13	25 4 45	125@3600 187@4400	Ch Ch	4 5	5 5	OB OB	Y	Y N	13 19	-2 to 0 -2 to 0	+14±34 +14±34	1/6 1/8	H	Pa Pa
PONTIAC Star Chief (Safari)	122 124	V8I	3.94 x 3.25 3.94 x 3.25	49 6 49 6	205@4600 227@4800	Ch Ch	5 5	5 5	OB OB	Y	Y	22 7 22 7	-1±1/2 -1±1/2	112±16 112±16	0 to .062 0 to .062	H	RV
STUDEBAKER																	
WILLYS						_	-	-	-		-						

ABBREVIATIONS

*—Eiderade 305@4700, !—17C@4400 with Pewerglide. G - Gear. H - Hydraulic. I - Valve-in-head.

L-L-head. N No.
NA Medified Lincoln engine
announced as "adequate."
OB Oil bath. Prf.—Preferred. Pa—Propeller shaft, rear transmission, RW—Rear wheels. Y—Yes.

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1956 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	TUNE-UP ELECTRICAL										VALVES				
	Breaker Gap0	Cam Angle (degrees)	Centact Arm Spring Tension (spr.)	Spark Plug Gap (.0)	Ignition	Timing Mark Location	Spark Advance Max. Centrif.	Spark Advance Max. Vac.	Cap. & Ter. Grd.	Carb. Mfgr.	Model No.	Fuel Pressure (lbs.)	Tappet Clearance Intake (.0)	Tappet Clearance Exhaust (.0)	Intake Valve Opens b or
BUICK Special & Century	1234- 1734	Q	19-23	30-35	5°bte	VD	13½°@1750	10.5°@12*	N62	(St.	St-WW	61/2	Au	Au	25°btc1
BUICK Super	(1214- 1734	Q	19-23	30-35	5°btc	VD	13½°@1750	10.5°@12"	N62	RP (St (Ca	Ca-WCFB	61/2	Au	Au	30°bte
BUICK Roadmaster	12½- 17½	Q	19-23	30-35	5"bte	VD	13½°@1750	10.5°@12"	N62	RP St Ca RP	{ Ca-WCFB RP-4G	61/2	Au	Au	30°btc
CADILLAC 60, 62 and 75	16-21	31+11-2	19-23	35	(5° 400 rpm	VD	9° to 11°@2000	16.5°@17½"	HG N70	{Ca RP	WCFB23338 +24348 7008750-51	51/4 to 61/2	Au	Au	39°btc
CHEVROLET 6 CHEVROLET 8 CHEVROLET Corveite	16-21 16-21	26-33 26-33	19-23 19-23	33-38 33-38	te 4°bte	FW VD	18°@1750 16°@1800³	7½°@10″ 11°@12″	N53 N53	RP RP	7009254-55 7008387-88	3½-4½ 4-5¼	0	0	10½°b 18°btc²
CHRYSLER Windsor CHRYSLER New Yorker	17 17	29-32 29-32	17-20 17-20	35 35	2°btc 4°btc	VD VD	13°to 15°@2020	12°@15″ 13½°@17″	N60 N70	B&B Ca	BBD23128 WCFB23148	5-614	Au Au	Au Au	5°bte 15°bte
CHRYSLER Imperial & Cr. Imp.	17	NA	17-20	35	4°btc	VĐ	10½°@2400 8½ to 10½°@2400	12½°@17″	N70	Ca	WCFB2314S	5-61/2	Au	Au	15°bte
CONTINENTAL	14-16	26-2814	17-20	32-36	5°bte	VD	None	131/4°@1.88"	N65	Ford	NA	41/2-51/2	Au	Au	18°btc
DeSOTO Fire Dome	17 17	29-32 29-32	17-20 17-20	25 35	8°bte 4°bte	VD VD	7°@800 9½°@2200	12½°@15″ 13½°@15″	N60 N60	B&B Ca	BBD23088 WCFB2311S	5-61/2 5-61/2	Au Au	Au Au	4°htc 15"btc
DODGE Corenet 8 DODGE Corenet 8 DODGE Reyal 8 and Cust. Reyal	20 17 17	39 ± 3 29 - 32 29 - 32	17 20 17 20 17 20	35 35 35	2°bte 4°bte 6°bte	VD FW FW	9°@1700 16°@2150 17°@2375	9°@14″ 13½°@15″ 12°@15″	N50 N50 N50	St St St	WW3-124 WW3-135 WW3-138	4-5½ 5-6½ 5-6½	10 Au Au	10 Au Au	12°bte 14″bte 11°bte
FORD 6 Main., Gust., Fair FORD 5 Main., Gust., Fair. FORD Thunderbird	24-26 14-16 14-16	35-38 26-281/2 26-281/2	17-20 17-20 17-20	32-36 32-36 32-36	4°bte 3°bte X	VD VD VD	None None None	13½°@6" 16½°@4.6"a 13.5°@2.19"	N55 N55 N55	Ford Ford NA	NA NA NA	4-5 4-5 4-5	19 19 19	19 19 19	24°bte 12°bte 12°bte
HUDSON Wasp 8 HUDSON Hornet 6 HUDSON Hornet V-8	18-20 18-20 16	36-42 36-42 28-34	17-20 17-20 17-20	32 30 35-37	te tc 5"bte	VD FW VD	1456 @ 1500 9 @ 2000 14 @ 1700	814°@9" 5°@1012" 12 @1212"	N50 N50 N60	Ca Ca Ca	WAI-2009-8A WDG-2252-8 WDG-2231-8	4-5 4-5 314-514	10 Au Au	15 Au Au	26"bte 33.7"bte 14"bte
LINCOLN	14-16	26-281/2	17-20	32-36	5"bte	VD	None	13¼°@2000 @1.88″	N65	Ford Ho	NA	41/2-51/2	Au	Au	18°btc
MERCURY	14-16	26-2854	17-20	32-36	3°hteb	VD	None	1352°@2.19"	N55	NA	NA	4-5	19	19	12°btc
NASH Statesman 6 NASH Ambassador 6 NASH Ambassador 8	16 18-20 16	28-35 36-42 28-34	19-23 17-20 17-20	30 30 35–37	te 4°ate 5°bte	VD VD VD	17°@1600 15°@1350 14°@1700	5 @ 11" 7 @ 14" 12 @ 12\2"	N55 N50 N60	Ca Ca Ca	WCD-2350-8 YH-895-8 WDG-2231-8	$\begin{array}{c} 4-514\\ 4-514\\ 314-514\end{array}$	12 12 Au	16 16 Au	12½°bt 12½°bt 14°bte
DLDSMOBILE "88" DLDSMOBILE Super "86" & "96"	16 16	26-33 26-33	19-23 19-23	30 30	5"bte 5"bte	CP CP	26 @ 4400 26 @ 4400	$\begin{array}{c} 2112\% a 16'' \\ 2112\% a 16'' \end{array}$	N62 N62	RP RP	2GC 4GC	4-5 4-5	Au Au	Au Au	11½°bt/ 11½°bt/
PACKARD Clipper Cust. & DeL	16 16	27 26-36	17-20 19-23	33-37 33-37	5"btc 10"btc	VD VD	15°@2000 12°@2000	12°@1232″ 894 @1432″	N60 N60	Ca RP	NA NA	$\frac{314-514}{312-512}$	Au Au	Au Au	14°btc 14°btc
PLYMOUTH 6	20 17	29-32 29-32	17-20 17-20	35 35	2°bte 4°bte	VD CP	9°@1300 16°@2100	9 @14" 13½ @15"	N50 N50	B&B B&B	BBS2293S BBD22998 BBD2259813	4-51-2 5-63-2	10 12	10 20	12°btc 14°btc
PONTIAC Star Chief (Safari)	16 16	26-33 26-33		33-38 33-38	5"bte 5"bte	VD VD	10°@3800 10°@3600	8°@13½" 8°@13½"	N 53 N 53	RP RP	7008696 7007900	4-5 4-5	0	0	M M
TUDEBAKER															
WILLYS														-	

ABBREVIATIONS

Dynaflow 30"btc.
Powerglide 14"@1750.

Powerglide 263/2"btc. a—Fairtane 133/2"@2.9".

atc-After top center.

Au-Automatic. b-Automatic transmission 6"btc.

B&8-Bal, & Bal.

btc-Before top center,

Ca-Carter.

CP-Crankshaft pulley.

FW-Flywheel.

Ho Holley.
M S4d, Trans. 22"btc; Auto, Trans. 27"btc.
N Negative.

NA Not announced.

Q - Usage not recommended.

RP - Rechester Products.

St - Stromberg.

tc Top center. VD Vibration damper.

X-Std. and O. D. Trans., 3"btc; Auto. Trans., 6 btc.

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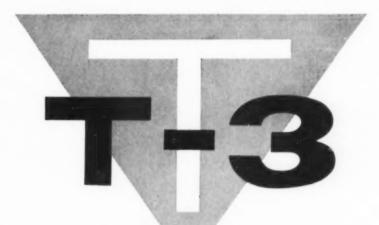
BETTER THINGS FOR BETTER LIVING

a new **FIRST** for safety-



a new **FIRST** for selling!

The New GUIDE



Safety-Aim HEADLAMPS

The Selling Method is Built into These 3 "Guide Points."

The driving public is being educated to "look for the three 'Guide Points'" that mean safer night driving. The "Guide

Points" are built into T-3 headlamps so you can fit the Guide T-3 Safety-Aimers over them quickly and easily, and properly safety-aim the headlamps in about eight minutes in broad daylight. You can sell these lamps in pairs in a hurry if you tell the story to your customers.



Guide Aiming Equipment only \$1500

The durable, attractive, accurate Guide T-3 aiming equipment for passenger cars is a real buy—the first accurate, low-



cost equipment. (For trucks, \$18.95.) And that's all you need except a screwdriver to do a perfect job. It can be done in broad daylight, too. Any serviceman or station attendant can learn all that's necessary in just a few minutes. Get going with Guide Lamps—right now!

NOW! YOU CAN AIM THIS TO HEADLAMP

The complete Line of GUIDE Automotive

Lamps is available from your regular



SUPPLIER.

Readers are invited to contribute to— SHOP TALK

TIME TAKES TOLL

Washington, N. C.

Dear Sir:

Do you have six copies of the March, 1955, issue I could buy?

The article in that issue, "Automatics Won't Bite," was written by my son, Cecil A. Cutler. Cecil passed away July 14 after a heart

operation.

The article is so typical of him. He had so much determination and I would like to have these magazines to enclose in his brothers' and sisters' Christmas packages.

Cecil has one brother who is a diesel engineer and I think they all would appreciate one of the magazines.



A column of informal comments about the automotive trade and its problems.

MRS. C. A. CUTLER, SR., 319 Hudnell Street Glad to supply you the six

A BUMPER BUMP

comies

American car manufacturers got a bump over bumpers last month.

The supreme court of Mexico upheld a Mexican inventor's bumper patent.

The tribunal ruled that Gustavo Vazquez Glumer holds the patent and industrial production rights on all bumpers used in Mexico since 1939

Attorneys believed the decision eventually might cost assembly plants, importers and even car owners an estimated total of \$10,-000,000

But they said the case, which has been fought by American manufacturers since 1941, still might "drag out for several years more"

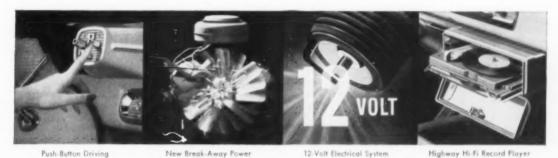
Attorneys for American and European assembly plants said they would fight Vazquez Glumer's suit "in every court in Mexico if necessary."

They contended the inventor's patent is a copy of bumpers used in the United States and Europe for several years before he sought the patent.

Address any comments to: Southern A u to m o t i v e Journal, 806 Peachtree St., N.E., Atlanta 5, Ga.



Why the '56 DODGE enjoys a rapidly expanding market!





Oriflow Ride Control



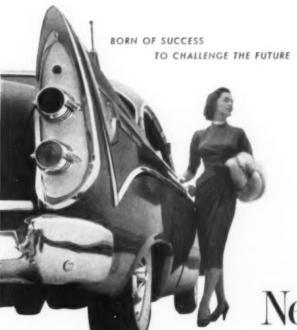
Independent Parking Brake



Safety Latch-Lock Doors



Swing Out Door Handles



Surely you've read about the sensational endurance and speed tests given a regular stock closed car taken right off the Dodge production line. In a gruelling non-stop run for 14 solid days and nights on the famous Salt Flats at Bonneville, Utah, this Dodge covered 31,224 miles for an all-time record that averaged 92.86 mph! And the same rugged car also captured every standing-start and flying-start record for American closed stock ears!

Obviously, this performance indicates much more to a car-wise public than just running up a hill. Here was a clear-cut demonstration of matchless ruggedness and speed. Add to this the dramatic flair-fashioned styling, the comfort and advanced mechanical features which Dodge offers and you'll realize why eager buyers are flocking to their nearby dealers' showrooms to—

SEE AND DRIVE THE

New '56 DODGE

- VALUE LEADER OF THE FORWARD LOOK

SOUTHERN AUTOMOTIVE JOURNAL for January, 1956

Want more facts? Use Reader Service Card Page 116

Dear Bill,

Yeah, man, you're right again! We're trying to remember all the poop on the new cars without forgetting any of the service dope on the older ones. In a dealership nowadays, with sales skyrocketing, the mechanics usually do a greater percentage of their work on new and practically new cars. After the chasing of new-model "bugs" and the first maintenance on the previous model, up comes a new model again.

But some of my friends in in-





CORRECTS!

Frees hydraulic valve lifters
Permits valve lifters to operate quietly
Dissolves engine sludge and varnish
Increases power and gas mileage





MAINTAINS!

Keeps valves and lifters free
Cools as it lubricates
Protects engine parts
Increases the life of your car

DO YOUR CUSTOMER A FAVORI TELL HIM ABOUT THIS EASY Two-Step Treatment — He'll show his appreciation in repeat business!

Order from your jobber, or write to Dept. 172

EMEROL MANUFACTURING CO., INC.

dependent shops tell me they have to carry on a constant struggle to maintain their shops at a certain level whereby they don't slip down the scale too far modelwise. It's surprising how soon after warranty many of them start servicing the new models. But they catch several makes at a time, so they can't tool up and study on the new stuff readily as if they were taking care of only one make.

If they take care of the routine maintenance at first, but then are unable to follow up on the repair of special units, they lose this customer and his place is taken by owners of older cars who aren't about to spend important money on their jalopy. This stuff is okay for fill-in, but not enough to maintain a good shop.

In order to keep in the running, the independent has to spend more time and money on training and tools than dealerships of comparable size where only one make is handled. They fill the night classes held by manufacturers, jobbers and dealerships whenever they are offered. They have to read all automotive publications, either specialized or general, because their next job may be on any unit of any car and they can't afford to overlook any bet which might lose them a job or possibly a customer. Running an independent shop or working in one is no job for a dope, believe me, and it's getting more complicated all the time.

I guess I'll have to agree with you on that carburetion statement, too, but hope you don't get bored with my letter just because I can't argue with you on any point this time. But it seems to me they've gone just about as far as they can on squeezing power and economy out of the conventional carburetor, and if they don't change to some other kind of engine the next move may be either a blower for the present carb or a fuel injection



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Authorized Automobile Dealers of America at the N A D A Convention

INFORMAL

system. The efficiency of the latter appeals to me and if they can get one out cheap enough to be practical on automotive applications, we'll have something."

Injection is hard to beat for uniform mixture at each cylinder, and you can really turn off the fuel when you don't need it on a slowdown, and that is where we waste aplenty in our modern carburetion systems.

Try and get a chip on your shoulder in your next letter, and maybe we can argue it out a little. You were talking right down my alley in your last one.

rs, Ed.

Shortage of Mechanics Placed at 100,000

THERE is a shortage of 100,000 automobile mechanics in this country today, state supervisors of trade and industrial education were told at a luncheon Dec. 6 in the Traymore Hotel at Atlantic City, N. J.

A panel discussion on the problem was sponsored by the National Standard Parts Association in conjunction with the American Vocational Association convention. It was designed to promote interest in automotive instruction in schools throughout the country.

Speakers included Dr. W. J. Micheels, professor and chairman of industrial education at the University of Minnesota; Robert M. Reese, AVA vice-president and director of trade and industrial service at Ohio State University; Edward Claude, Springfield, Ill., state supervisor of trade and industrial education; Robert Phelps, of Phelps-Roberts Corp., Washington, D. C., and J. L. Wiggins, executive vice-president of NSPA.

Some 100 state supervisors attended the session, at which it was pointed out studies were being made and steps taken to alleviate the mechanic shortage, but that thousands more will be needed to meet the expected increase in the number of automobiles and trucks in use in this country during the

next several years.

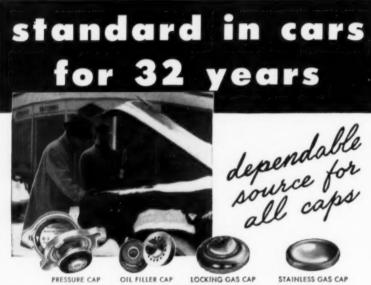
American Oil Supply Tops Record Demand

THE American oil industry responded in 1955 to a consumer demand of over three billion barrels with record-breaking operations that satisfied all requirements, Frank M. Porter, president of the American Petroleum Institute, reported.

In his annual summary of the industry's progress and accomplishments, Porter disclosed that this is the first time in history that consumer demand has exceeded three billion barrels in any one year. He added that this is the 13th consecutive year that consumers' demand has exceeded the preceding year's.

With the 1955 increase, he noted, it appears domestic demand will be between seven and 8%. The industry has reacted to the accelerated pace of business this year with increases in well completions and productions, plus refining, transportation and marketing expansion, he said.

However, Porter said, although the number of well completions increased 6.6% to an all-time peak in excess of 57,000 in 1955, the number of gas wells declined materially for the first time in recent years. They dropped from last year's record high of 3,974 to 3,-



Service outlets know *Stant EVRSEAL* Caps have always been built to quality standards...not to a price...engineered in cooperation with automotive engineers for original equipment at the car factories. They insist on *Stant* quality because they know that a bad pressure cap will not hold pressure, fail to operate, cause volatile anti-freeze loss. They also check hose, clamps, thermostat, fan belt, etc. to build sales and take proper care of their customers' vehicles.

recognized standard

32 years of original equipment experience on filler caps for cars, trucks, tractors and direct to radiator manufacturers. Stant has been the complete line source for a generation! Write today for catalog on the Stant Cap Merchandiser . . . perpetually-working silent salesman . . . easy-to-find radiator caps, oil filler caps, gas caps.

STANT MANUFACTURING CO., INC. Connersville, Indiana



Used on America's Finest Automobiles as Standard Equipment for a generation



AMERICAN HAMMERED

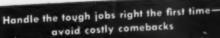
pre-seated Krome-Oil piston ring sets mean more money in your pocket in this expanding chrome market!

Yes, more and more of Detroit's cars are chrome equipped and will have chrome ring replacements. Latest survey figures indicate 57% of dealer installations were chrome.

Pre-seated Krome-Oil easier for you to sell, install! Here's why . . .

Pre-seating is a factory-applied lapping process equivalent to many hundreds of miles of actual engine operation—assures instant oil control, customer satisfaction. In addition, rugged dynamometer tests and strict manufacturing controls assure Krome-Oil's ability to hold oil on even the toughest jobs.

Be sure you're installing a full chrome ring set. Check for chrome on the top groove compression ring, on the rails of the oil ring. Install chrome confidently because Krome-Oil is pre-seated, seats instantly.



INSTALL KROME-OIL



All-in-one ring envelope

All-in-one ring envelope contains all the rings for one piston. Packaged in order of installation. This prevents mix-ups, saves yours or mechanic's time.

American Hammered

AUTOMOTIVE REPLACEMENT DIVISION

2001 Senford Street • Muskagen, Michigen
Manufacturers of American Hammered Automotive Replacement
Piston Rings. A Division of Sealed Power Corporation
Romember profit-packed American Hammered Power-First Service—

Koetherizing = Qi-60 Groove Insert

Customers Rent

(Continued from page 58)

connection with a garage operation is well worth considering in many towns. "It might be impractical in very small towns, but in towns of from 8,000 to 10,000 population or more, the plan offers a possible good income," Payton declares.

Furthermore, the smiling Payton adds, customers aren't nearly so impatient or demanding if they are still riding while their own cars or trucks are being worked on.

Now let's take a closer look at the service shop. It has some physical features that also may interest some other shops striving to boost their volume and cut costs.

Most striking feature of the Court Avenue Repair Service shop is a 50' long workbench in the center of the roomy, well-lighted building. This workbench has an overhead chain hoist. Four cars or trucks can be handled on each side of the bench, with full access to the chain hoist. It's a great time saver and convenience for the four me-

chanics, Service Manager Tommy Hoover points out.

The shop has its own paint shop. It paints all of the rental and lease trucks and cars and does complete work for the public as well.

Court Avenue Repair Service specializes in general overhauls and rebuilding of wrecks while doing general automotive repairs. It does much starter, generator and brake work, and averages a couple of tune-ups daily. It has its own welding equipment.

The shop is especially proud of its brake service.

"Lots of brakes, we find, don't actually wear out. They start leaking and ruin the lining," declares Hoover. "For this reason, we believe it pays to hone out the wheel cylinders when relining.

They Roll Long on Brakes

"By following this method, the trucks we service get from 40,000 to 50,000 miles of city driving between brake jobs. We think that is well above the average."

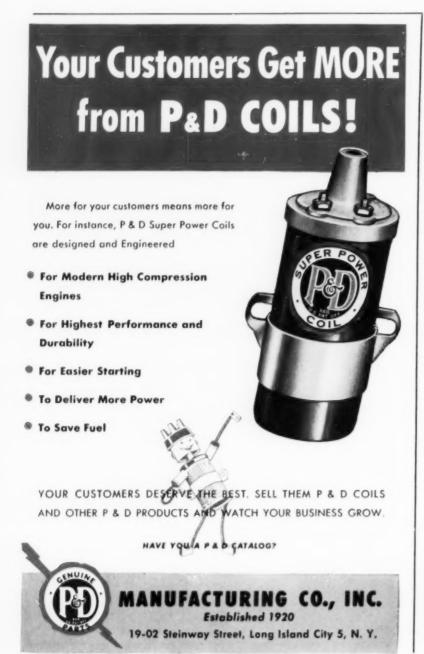
In addition to the four mechanics, the shop has three helpers and two body men. One of the mechanics is a specialist in starter and generator work. One does wiring work and car radio servicing. The shop has its own testing equipment for radio tubes and condensers.

All but one of the mechanics have been with Court Avenue Repair Service since it was organized five years ago. Wilkins and Payton took it over from their former boss in 1950. Hoover has been with them since that time, also. Both Wilkins and Payton are long experienced in automotive maintenance and car and truck rental.

Wilkins is a former president of the Memphis Transportation Club. The company serves many large truck fleets and provides complete maintenance, including storage, washing and greasing.

The shop's closeness to the city's Automotive Testing Station accounts for much minor work, such as adjusting of lights and brakes. It's only three or four blocks from the station, where all cars and trucks in the city are required to pass safety inspections three times a year.

The shop offers AAA service and is a member of Certified Automotive Service (plan of financing repairs). It's open all night for drive-ins, but does no night work. It's open because of the car and truck rental facilities being in the same building on a 24-hour basis.





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FOR CAR, KITCHEN, HOME—everywhere...

- Pre-sold for your Profit-Protection in National Magazines
- Sells on Sight and Smell
- Every Car Owner is a Repeat Customer
- Over 20,000,000 already sold

Guaranteed Sale!

MAKE FULL PROFIT

Retails for only

29¢

MIDWAY CORPORATION . 3300 DENISON ST., BALTIMORE 16, MD.

World's Largest Manufacturers of Air Deodorizers

Both Payton and Wilkins are advertising-conscious and in the five years they have been in business for themselves they have made their shop's operations widely popular.

The firm regularly emphasizes its services in news-type articles on a newspaper business page. It has found this medium—which also provides pictures to illustrate the articles—highly effective.

By the way, are your customers walking while their cars are laid up in your shop for repairs?

Dodge Power Brakes

(Continued from page 68)

12.—Install a new guide bearing seal in groove inside bearing bore. The seal must nest snugly in bearing.

13.—Using silicone grease, lubricate the inside of bearing, then slide over guide while compressing bellows. Bearing must be installed with lip of seal facing out. Push bearing down over guide and into pocket of plate. Release bellows. Bearing will ride up guide with

plate into its correct position.

14.—Install the bearing to mounting plate "O" ring, then lower outer mounting plate down on assembly. (The notch on edge of plate must be in line with arrow on bellows.) Install nuts and draw down finger-tight. (Refer to Fig. 3.)

15.—Slide a new valve operating rod seal ring over nylon bumper on end of rod and into groove, then install rod in the center of guide. Press on end of rod to test for free operation or movement of the air and vacuum valves. A "two-step" movement should be felt when the rod is depressed and released fully.

16.—Place a new stop - seal washer in position, then install yoke on end of guide. Compress the bellows slightly, then alternately tighten set screws. The hub of yoke must be down snug against shoulder of guide, with the set screws aligned with the tapered holes in guide. Now tighten the mounting plate nuts securely.

Watch the Offset

17.—Place the mounting bracket in position, with the long centerline of the bracket at right angle to the long centerline of the unit section. The offset of the bracket must be so situated that when installed in car the axis of the unit will be inclined down toward front of car. Install lockwashers, nuts and then tighten securely.

Installing the bellows-type power brake on vehicle:

I.—Reinstall unit on car. Be sure that the unit is so positioned that its axis inclines down toward front of car and that the vacuum inlet connection is toward the engine.

2.—As the yoke passes through the dash panel, be sure that it engages the pedal linkage correctly by sliding over the nylon bushings on the power brake lever crosspin.

3.—Install mounting plate nuts and lockwashers. Tighten secure-

4.—Reinstall brake pedal return spring.

Adjusting the bellows - type power brake:

If the power brake pedal linkage has been removed for servicing, the following check and adjustment must be made on the bench, before reinstalling the linkage on the car.

Pedal trigger adjustment:

1.—With the adjusting screw in position, clamp or wedge the brake pedal pivot to the rear side of the hole in the power lever (a screw-driver will do) until the adjusting



DON'T LOSE RING JOBS

USE CONTINENTAL

CHROME-FLEX

STEEL-FLEX

PISTON RINGS

... unequalled in value, unsurpassed in performance. Don't ever take a chance on losing a ring job simply because the cost is just a few dollars more than the customer can pay. When you want a fine piston ring inexpensively priced—giving your customer the best possible job, at the least cost—use Continental Piston Rings.

At a considerable saving, the performance of Continental Steel-Flex or Chrome-Flex Piston Rings will equal or better that of any other piston rings on the market today.



THE ONLY COMPLETE RING LINE

MADE IN THE SOUTH BY SOUTHERNERS

CONTINENTAL PISTON RING COMPANY

MEMPHIS, TENNESSEE

Only
HELLER
makes the
VIXCOM

North American Aviation, Inc., Photo

the original and still the best milled curved tooth file!

VIXEN files bite deep, cut fast, clear themselves readily and leave a smooth, even finish . . . work efficiently straight ahead or at an angle. Only Heller makes Vixen, both flexible and rigid tang file. They are still the most efficient and versatile metal finishing files.

IDENTIFY VIXEN FLEXIBLE BY THE WHITE ENVELOPE - VIXEN RIGID BY THE WHITE TANG



HELLER TOOL CO.



YOUR HELLER DISTRIBUTOR CAN SUPPLY ALL YOUR FILE NEEDS

screw collar is fully compressed and metal-to-metal contact made.

2.—Install gauge C-3508 over the brake lever pin, aligning scribed centerline of gauge with centerline of pedal. Now turn the adjusting screw until the outer curved surface of the trigger arm rests exactly even with the inner scribed circle and within the scribed arc lines on gauge. This dimension must be .640" plus or minus .005".

3.—To check the .730" measurement (outer scribed circle) remove the wedging tool and slightly press on pedal to bring the outer curved surface of the trigger arm exactly even with the outer scribed circle on the gauge and within the scribed arc lines on the gauge.

4.—If the curvature of the trigger arm does not fall within the scribed arc lines and the concentricity of the .640" and .730" circles, it can usually be brought within the desired radius by carefully bending the trigger until confirmation has been obtained. However, if the trigger is out an ex-

cessive amount, install a new trigger arm and adjust as described above. If it has been necessary to bend the trigger to conform to gauge, it will be necessary to recheck the .640" as described above.

Make Those Hoods Fit! (Continued from page 71)

check the lock dowel adjustment

for proper lock operation.

Adjustment of dowel and plate

assembly:

After any horizontal shift of the hood, reach underneath the dowel support panel and loosen the nuts on the plate adjusting bolts. Also, loosen the large lock nut on the underside of the dowel. Move the entire dowel and plate assembly from side to side or forward or backward until the dowel is centered in the guide when the hood is closed. Tighten the dowel lock nut and the nuts on the two plate adjusting bolts.

Lock dowel adjustment:

Loosen the dowel lock nut from the underside of the support panel. Insert a screwdriver in the slot provided at the end of the dowel, and shorten or lengthen the dowel to best locking position. If the hood has excessive up or down movement when locked, turn the dowel clockwise to decrease its length. The shortened dowel will draw the forward end of the hood down so the two adjustable rubber bumpers will be held securely against the support panel.

If the locking operation requires excessive pressure on the hood for engagement, or excessive pull on the release handle for disengagement, turn the dowel counter clockwise to increase its length. The lengthened dowel will relieve the excessive tension on the hood

when it is locked.

Georgia U-C Dealers Name Cy Young

G EORGIA used-car dealers organized in Atlanta last month the Georgia Independent Automobile Dealers Association. It will be affiliated with NIADA.

Cy Young of Atlanta, who is a charter member and a past president of the Atlanta Independent Automobile Dealers Association, was named president. Other officers elected were Pete Hudson, Savannah, and J. F. Smith, Macon, vice-presidents; R. G. Moseley, Atlanta, secretary, and H. H. Posey, Columbus, treasurer.



No. 800-H ALL METAL SPRING HYSTER Takes only minutes to insert two of items in each weak coil spring of any make car. No more road sway—tire squeal! No more banging bottom on rough roads! Adds up to 3 inches on front end clearance! Strengthens springs for longer wear. Does permanent job, guaranteed for life of car! Order from your jobber



THROW AWAY THOSE
DRUM SCORING SOUTAKING
ADJUSTMENT PLUGS
ADJUSTMENT SOUTAGE MARK
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now. List, Set of 4, \$1.50.

No. 700-B BRAKE CAM ROLLERS FOR '47-'54 STUDEBAKERS Give full adjustment even when drums are machined up to .125" oversize! To install: take front shoes off, slip cam rollers on backing plates in place of original self-adjusters—replace shoes. No tools needed! Throw away drum-scoring, squeaking adjustment plugs. Order cam rollers from your jobber now. List, Set of 4, \$3.00.

No. 750-A BRAKE HOLD DOWN AS-SORTMENT KIT Select essential items you need from clear plastic tubes ranged in easyto-carry tray! Holds complete assortment of 265 Lockheed, Chevrolet and Bendix brake locks, springs, pins, washers, cups, felts, covers, hose locks! Parts fits ALL passenger cars. Order now from your jobber. List, Per Box, \$16.00.







THE BEST STATIONS SELECT THE BEST EQUIPMENT...

... because they find it is far more profitable in the long run. There are three clear-cut reasons why leading service stations, coast-to-coast, are installing Lincoln Air-Operated Lubreels. First, is greater efficiency: positive air operation plus smoothly automatic retracting reels help them do better work in less time...at greater profit. Second, the clean, modern styling of Lincoln Lubreels makes a strong, immediate impression on their customers...creates confidence, builds repeat business. Third, Lincoln Lubreel installations are simplicity itself... maintenance is the lowest ever recorded for this type of equipment.

You can make your station an "Invitation to Better Business" by calling your nearby Lincoln Sales and Service Wholesaler. He will consider it a privilege to serve you.

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convenience of our new Lubreels. They and new hustle to our work, We do more jobs per day at lower cost."—(signed) AL Carbeard, Managor, ZOLLINGER'S SHELL SERVICE, Memphis, Teamrssee.

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THE MOST TRUSTWORTHY NAME IN LUBRICATING EQUIPMENT



OPEX LACQUER OK" TINT-PAK

"Color by Color"

TINTING GUIDE

for tinting TOPCOATS and UNDERCOATS

WHAT
Tinting Colors
do you need for
ALL colormatching
jobs?

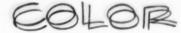
They're here, in the handy OPEX "OK" TINT-PAK

All the tinting colors you need in one handy carton for top-coats and undercoats

Simplifies blending spot refinishing with weathered finishes

Refills when you need them from your S-W Automotive Jobber

Now...easier, more accurate



Here's real help, for the first time, straight from the formulating laboratory, on the toughest problem refinishing shops have always had—tinting those spot refinishing jobs to match weathered, faded or "drifted" original factory finishes!

The Sherwin-Williams OPEX "OK" TINT-PAK* gives you, in one, handy, self-storage carton, all the tinting colors you need for the majority of your jobs. And the "OK" Color-by-Color Tinting Guide that comes with it gives you individual technical recommendations from Sherwin-Williams Automotive Laboratories, for the correct tinting of each and every different OPEX Lacquer color for 1954-55 cars!

SHERWIN-WILLIAMS



WHICH
Tinting Color
do you need for
EACH colormatching
job?

MATCHING on each and every job!

The "OK" Color-by-Color Tinting Guide tells you:

- Which Way you may have to tint each top-coat color (redder, bluer, greener, etc.).
- What Tinting Color to use for each purpose with each top-coat color.
- What Tinting Color to use with undercoats for each topcoat color, for easiest color matching.

Your shop can't afford to be without this new, timesaving aid to accuracy in color matching! Get it with your order for the "OK" TINT-PAK of 12 pints of OPEX Lacquer Tinting Colors. Only \$18.00, complete, from your S-W Automotive Jobber exclusively. Call him today, or write The Sherwin-Williams Co., Automotive Div., Cleveland 1, O.

(In Canada: 2875 Centre Street, Montreal. Export Sales, Newark, N. J.)

AUTOMOTIVE



The answer's here, in the "OK" Color-by-Color TINTING GUIDE

Tells WHAT tinting color to use with EVERY 1954-55 top-coat color

Tells how to tint undercoats for every 1954-55 color

Saves time — saves errors — speeds matching



Plant Manager Henry C. Dorsey drives off the assembly line the 100,000th vehicle produced by the Ford Division's Atlanta assembly plant during 1955. This unit marked the first time in the 40-year history of Ford production operations in Atlanta that as many as 100,000 vehicles had been produced in a single year.

New Injection System

(Continued from page 69)

(B) toward maximum fuel position by outer spring (E).

As engine speed increases, the control pressure is reduced and piston is forced upward against spring (E) at a constant rate until free inner spring (H) reaches its seat, at which time this spring adds its effect to spring (E) and the rate of piston travel with change in control pressure is reduced. Thus, fuel quantity injected per stroke is a function of control pressure applied to the piston.

During deceleration, full or partial cut-off of fuel to eliminate unburned exhaust gases can be automatically accomplished by several methods. One method (not shown) employs an auxiliary piston carried within control piston (A) and biased by a low-rate spring. During normal operation from idle to full throttle, this auxiliary piston moves with piston (A) as a unit. However, when engine deceleration occurs, the piston moves upward within piston (A) and the fuel pump metering lever is moved to the fuel cut-off position.

The mixture control (Fig. 3):

The mixture control in its basic and simplest form is merely a manifold pressure control and throttlebody with a chamber feeding a modified manifold pressure to the injection pump control during cold

starting and idling.

In this sectional view of the mixture control, the throttle plates mounted on shaft (B) are not shown in order to portray more clearly the other parts of the unit. The throttle plates are of conventional design with an idling port just above the closed throttle position and connected to passage (M) which enters control chamber (O) formed in the throttle-body casting. This chamber connects at (S) with the injection pump control

Idle air flow is adjusted in the usual manner by screw (E). The idle mixture is adjusted by screw





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SURE.... WITH
MONKEY GRIP
"Sizzle Patches"

KEY PIP

Only two sizes required for all puncture repair



✓ MOST RECOMMENDED METHOD

✓ PROVED BY THOUSANDS

✓ EASIEST TO USE

✓ PERMANENT AND SAFE

✓ "FILLER TABS" PLUG THE HOLES

There are no "gimmicks" or special cements to use, no new methods to learn, when you repair tubeless tires the TRIED AND PROVEN way. Vulcanizing with Monkey Grip "Sixxle Patches" is easy, sure, safe . . . and more profitable, too. Order today from your jebber.



Ask your Jobber or Write for this

FREE

"How-to-Repair Tubeless Tires" Brochure.

MONKEY GRIP SALES CO.



BEAR TIRE TRUERS

For fast, accurate fire fruing an or off the car. New control gauge indicates proper amount of pressure on fire for best curring

a. \$15.93 per mo

MODELSO

. . . SAFETY SERVICE

ox little ox \$51.79 per month"

models, including '56's.

A.T BEAR

1300M 9564

Get started for \$64.49 per month*

Greatly improved to handle more frame jobs, including '56 cars, better faster. New tools simplify operation. FRAME STRAIGHTENER

os little as \$10.82 per manth. Nothing like it to sell and check the job BEAR WHEEL ALINEMENT TESTER

BEAR HEADLIGHT TESTER

BEAR WHEEL TRUER as little as \$10.68 per month

as little as \$9.64 per month*

R-1172JTS Con your Bear Jobber's convenient Pay-Out-Of-Profits plant

as little as \$11.46 per month"

Stoor! Enjoy now ease of operation plus greater accuracy at lower-than-ever cost! anywhere . . . on the haist or an the Now, balance any car wheel

300W

BEAR ON-A-CAR

BALANCER

customer goodwill are yours when you replace your old equipment with these new More sales, faster operation, greater Bear 1956 models. They're economy-deon even latest-model cars ... completely money ... up-to-date engineered to work signed to save you more time, make more equipped to handle all cars and trucks. the last word in 1956 service equipment. Best of all, you can be in business with while paying for it out of profits on your Bear Jobber's time payment plan. Ask him about it today ... and ask to see all more than ever, the biggest money the improvements on the 1956 Bears.

who want to MAKE MORE MONEY! MEMO to: Shop Operators

makers in any shop! Bear Mfg. Co., Dept. S-1, Rock Island, Illinois.

(K) which at idle receives inlet air pressure through idle slot (M) and modifies the control chamber pressure. Above the idle setting, the throttle plate edge rises above the idle port; the idle port becomes manifold pressure and screw (K) has no effect on engine mixture.

Since a cold engine requires excess fuel during the warm-up period, the control pressure must be raised to increase pump delivery. This is accomplished by the adjustment of valve (F) which operates within a passage between upper (atmospheric) and lowerdeck (intake manifold) pressures. This value, connected through pin (H) and eccentric shaft (C) to a lever which also carries a fastidle cam (D), is actuated by a modulating valve actuator controlled by exhaust heat.

During normal engine operation valve (F) is seated at position (P) so that chamber is that of (T) or manifold pressure. During cold engine operation, valve (F) is in the position shown (between V and T) which modifies manifold

pressure to pump control and the injection pump delivers additional warm-up fuel to the engine until valve (F) reaches the position (P).

In order to insure a good coldstarting of the engine, a fuel flow considerably greater than the fullload quantity is required. This is accomplished by utilizing the supply fuel available at a pressure of 20-30 psi as a primer. A springloaded priming valve (J) mounted adjacent to warm-up valve (F) is held normally closed on its seat against fuel supply pressure by a spring.

An extension on valve (J) engages in a slot in valve (F) so that in the cold position a slight additional movement of shaft (C) allows valve (F) to engage priming valve (J) and open it. Fuel then is discharged into the control chamber and enters the intake manifold through passage (T).

The additional movement of shaft (C) necessary to actuate the primer valve (J) may be furnished conveniently by a small solenoid acting through the heat-responsive element and energized by the electric starter circuit. By having the primer solenoid act through the heat-responsive element, priming is prevented on any hot restart.

Injection nozzle (Fig. 4):
The spray nozzle used is a simple outwardly opening poppet type and consists of a valve assembly (B) rolled into a holder (A) which is available in several lengths to satisfy the various engine and manifold requirements. Opening pressure is a nominal 70 psi with atomization excellent at all fuel quantities due to the floating and self-aligning pintle action.

Revamping for Customer

(Continued from page 61)

lunches. It is another personal service we hope adds to their satisfaction in doing business with our company.

One other feature of our shop planned for the greater convenience of our customers is two 14' lanes, one inside the building, one adjacent to it, for greater accessibility to our first-floor workstalls. A customer pulling into an already full shop does not have to back out into a busy street; he can pull ahead through the outer lane and park on our lot.

It is these features, plus our efficient workmanship, we believe, that get the word around we're good to do business with.









- CHEVROLET
- PLYMOUTH
- OLDSMOBILE
- BUICK

PROVEN PROFITS

Yes. Provent All over the country, Tempo is the

hottest item to hit the dealer's counter. TEMPO INSTANT-SPRAY sells on sight because it's slick, quick, easy to use and priced to sell.

Put this colorful new display on your counter and watch 'em stop and buy. Dealers themselves have found it the best way for touch-up work and new car

conditioning right in their own shop without resorting to messy and

expensive equipment. The colors are factory-matched and dry in minutes. Tempo is available for Ford '54-'55-'56, Chevrolet '53-'54-'55-'56,

Plymouth '55-'56, Buick '55-'56 and Olds '55-'56 as well as Primer,

Leveler, Appliance White, Chrome-Sheen Aluminum and Ignition Protector.



Officers of the Automobile Dealers' Association of Alabama for 1955-56 were named at the association's recent annual convention in Birmingham. Shown they are (l. to r.): Front row: Frank E. Davidson, Demopolis, president; W. H. Ray, Huntsville, first vice-president; Rhea Fayssoux, Tuscaloosa, second vice-president; James Callahan, Alexander City, third vice-president; A. C. Freeman, Dothan, secretary-treasurer; and Directors O. B. Miley, Sheffield; W. H. Stewart; Hartselle; J. Sam Smith, Hunts-Hartselle; J. Sam Smith, Huntsville: Edgar Vickery, Winfield; middle row: Don Mitchell. Cullman; R. L. Hearn, Jr., Anniston; Fred Goad, Birmingham; Aubrey D. Green, York: Roland Cooper, Camden; T. J. Kirven, Jackson; I. C. Pendarvis, Mobile: D. T. Stuart, Evergreen; back row: Tom B. Barnes, Montgomery: Thomas W. Codey, Talladega: Jack Tatum, Opelika: Charles W. Slaton, Union Springs; Judson Colley, Troy: Springs; Judson Colley, Troy; George H. Malone, Dothan, and W. S. Edwards, Jr., Birmingham, Alabama Director, NADA. Not shown was Director J. Trice Atkinson.

Increasing the Output

(Continued from page 54)

He will know by what is written down for that certain day just what type jobs he can work in. If the customer takes the first open time available, Tom writes his name down and what work he wants done-and the estimated time is also noted. When the day's time is filled, that's it. Period.

We stopped working on that catch-as-catch-can plan several years ago," Carr concluded. "On an average month we will gross right at \$3,500 for parts and labor. Broken down this shows five parts labor to three parts for parts."

In conclusion, we can report that this shop supports and feeds 22 people. There is no overtime work. And there is no turnover of employees. In short, this is no ulcer factory. Merely a profitable independent garage operation.



NIEHOFF IGNITION PARTS PERFORMANCE PROVED throughout the world!

• It's a fact! The quality that stands up under all weather conditions is building repeat business for Niehoff dealers in 50 different countries. There is a complete line of quality proved Niehoff parts in a Service Stock for you. A planned sales and restock system tailored to fit your own individual business needs. A reliable system to put money in your pocket, wherever you are.

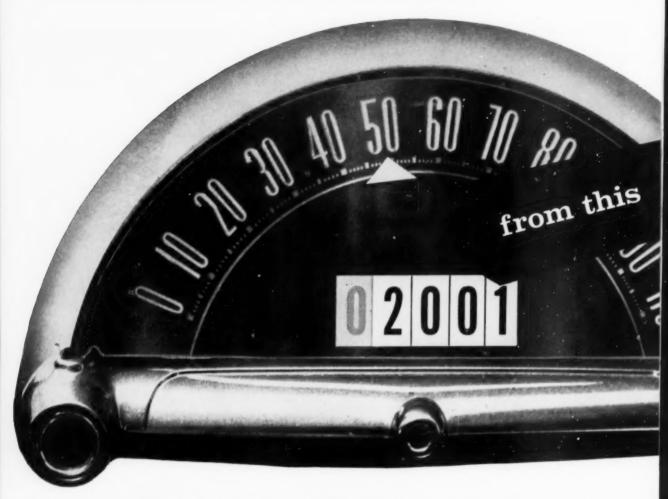


Danny Dollar Says... Stock & Sell & Install

C. E. NIEHOFF & CO. Warranieed IGNITION PARTS

4925 LAWRENCE AVE., CHICAGO, ILL.

Warehouses: 250 W. 54th St., New York 19, N. Y. ● 1800 Fairmont Ave., Philadelphia, Pa. 254 Brighton Ave., Boston 34, Mass. ● 2715 Main Street, Dallas, Texas. Branches: 1330 W. Olympic Blvd., Los Angeles, 15, Calif.



"After Break-In" Driving requires a different kind of Oil Filtration

During the break-in period . . . the first 2,000 miles . . . the job of the oil filter is mainly a "straining" job, protecting the new engine from abrasive wear caused by solid contaminants characteristic of the break-in period, such as dirt, metal particles and core sand.

AFTER THE BREAK-IN PERIOD EVERYTHING CHANGES

In the "after break-in" period a car is driven differently... serviced differently... and the basic cause of oil contamination is different. Every mile a car is driven produces normal wear and maladjustments that constantly increase oil contamination from combustion blow-by.

"After break-in" driving requires an entirely different kind of oil filtration. It requires a filter that does more than *strain*. It requires a filter that prevents "blow-by build-up"... a filter that removes all dangerous contaminants... dirt, soot, metal, lead compounds, acids... and especially *water*—basic cause of sludge and corrosive acids.

The Walker Oil Filter Cartridge, in addition to removing solid abrasives, has the extra ability to absorb and hold crankcase water. It meets and solves all of the problems of "after break-in" contamination.

Walker Cartridges are designed for "after break-in" driving

point on . . . everything changes

EVERY MILE A CAR IS DRIVEN PRODUCES NORMAL WEAR AND MALADJUSTMENTS

that contribute to oil contamination build-up during "After Break-In" driving. There are at least 19 mechanical and operating factors which are continuously causing blow-by contamination of the oil as part of the normal operation of the car engine.

Here are three examples of these contaminating factors which are in operation all through the life of an engine:



SPARK PLUGS-normal wear causes change of spark gap, which impairs combustion effi-ciency. Faulty combustion means increased oil contamination from the blow-by of water and other combustion by-products, which must be

WALKER cartridges give complete oil filtration for entire engine life.



VALVES - normal wear affects valve action causing loss of compression and faulty combus-tion. This increases the amount of dangerous water and other contaminants which must be re-moved from the oil before sludge and acids form.

WALKER cartridges give complete oil filtration for entire engine life.



PISTON RINGS - normal carbon deposits impair the rings' ability to form a seal with the cylinder wall. This means increasing "blow-by" of water and other combustion by-products which must be removed from the oil.

WALKER cartridges give complete oil filtration for entire engine life.

PANKOANA

THE WALKER REPLACEMENT OIL FILTER CARTRIDGE PROVIDES COMPLETE PROTECTION, because THE WALKER CARTRIDGE IS ABLE TO ABSORB AND HOLD THE WATER OUT OF OIL.

... and this special water absorbing ability helps protect engines against damage from permanent anti-freeze seepage.



Send for this free 36-page illustrated book that tells the complete, factual story of oil contamination build-up and the oil filtration problem in the "After Break-In" period. Mail your request, on your company letterhead, to ...

WALKER MANUFACTURING COMPANY OF WISCONSIN . . . RACINE, WIS. Qil Filters . . . Exhaust Silencers . . . Jacks



WITH PATENTED Lawrar CONSTRUCTION



GET GOING WITH because EIS SAVES TIME SAVES MONEY! BETTER MADE BETTER BRAKES BETTER SERVICE BETTER PACKED BETTER CATALOGUED AND FOR A BETTER PROFIT.. MAKE YOUR NEXT MOVE Write for Catalog EIS AUTOMOTIVE CORP., MIDDLETOWN, CONN.

Mercury's newest model, the Montclair Phaeton, is a low-silhouette, four-door pillarless hardtop 583/4" high and more than 17' long. It is powered by Mercury's V-8 engine with 225hp and a 9-to-1 compression ratio, A 210hp V-8 also is available with standard transmission.

Gulps Shop Volume

(Continued from page 53)

have accelerated our turnover pace. In the brake relining and front-end overhaul stall we have a brake riveting machine and drum lathe, and for front-end we have a pit-type machine for alignment and wheel balancing.

In the tune-up and electrical stall we have a motor analyzer, exhaust gas analyzer, distributor machine, generator and voltage regulator test bench, portable amperage, voltage and resistance tester, coil tester, condenser tester and other needed equipment.

An added investment in equipment to the amount of \$1,000 has more than paid off.

We have a lubrication stall and a stall for general repairs. The door of this stall serves also as the entrance to the area in the corner of the L where major repairs are done. Here you will find the pinfitting, valve refacing, lathe, valve reseating tools, drill press and hydraulic press.

Our manually-operated doors are of the overhead type for easier accessibility. Each stall has a 6' by 7' window of the industrial type. Plenty of natural light supplements fluorescent lighting of the two-tube 8' fixture type provided for each stall. Localized lighting is obtained from droplights, which we have an ample supply of outlets

When we planned our air lines, we aimed for a minimum of noise in order to reduce fatigue. We set our 3-hp compressor in a "doghouse" of its own out on the lot and led pipes in to overhead piping around the shop. Three-eighths of an inch piping similar to gas plumbing drops down 7' from the

Each drop has quick coupling for plugging in air lines to grease equipment, air sanders, air-operated power tools, etc.

Our heating was something we had given special consideration to. We wanted a warm, comfortable

HUDSON DEALERS HAVE ITI

HERE IT IS FROM AMERICAN MOTORS!

NASH DEALERS HAVE IT

The All-New Car With the Volume Future



Featuring the Newest, Most-Wanted Body Styles—at Lowest Prices!

Yes, your eyes are right! That's a Rambler four-door hardtop—a true four-door hardtop with no center posts. The hottest-selling, fastest-growing new body style in many a year. Everybody wants it—and Nash and Hudson dealers have it in the lowest-price field—priced for volume sales.

And we'll be topping that with the first hardtop four-door station wagon the industry has ever seen!

Every Rambler model is **styled** for volume sales—it's the low-priced car with the "Solid Gold Look".

It's **sized** for volume sales—kingsize inside, Rambler-size outside . . . more headroom, shoulder room and entrance room—plus all the easier handling that has made Rambler the fastest-growing make.

It's **powered** for volume sales—33% more power—same famous economy.

It will be advertised for volume sales—in big 4-color spreads in the biggest magazines—in local newspapers—on radio, billboards—and on the top TV hit—DISNEYLAND!

And it's planned for volume profits. Every dealer can make extra bonus profits from the exclusive American Motors volume profit-sharing fund that is now paying dealers millions of dollars in cash on 1955 sales!



ALL-NEW, ALL-AMERICAN

Rambler

MAKE THE SMART SWITCH FOR '56-TO AN AMERICAN MOTORS FRANCHISE!



AMERICAN MOTORS MEANS MORE FOR AMERICANS—MORE FOR DEALERS, TOO!



These men will guide the Independent Garage Owners of Kansas this year (l. to r.): Al Greiving, treasurer; Jess Saunders, director; Ed Hudson, president; Ernie Welborn, vice-president, and Art Kittell, director.

shop at a temperature our men could work in efficiently. We settled on floor radiation of hot air forced from a natural gas furnace through heat ducts under the floor. A 6" to 8" layer of gravel is covered with tarpaper, over which concrete has been poured. Heat ducts are laid on rockwool insulation. The concrete slab is insulated from sidewalls by a 1" insulating board.

We set our temperature at 60° after a little experimentation last winter, finding that most satisfactory for our shop personnel to work in, without too great a change when they stepped outdoors.

Heat ducts prevent cold, wet floors. There were few absences from colds, and at no time during the winter were we severely handicapped by a personnel shortage such as we had experienced at our old shop.

Our office is heated by a gas heater and kept at 75°.

We sacrificed drainage for a level floor because we felt a level floor was easier to work with. Checking out springs or a sagging frame or front wheels on a truck is easier on a level floor.

Such minor repairs as replacing a radiator hose, fan belt or fixing a flat are done on the lot. We are situated off the main thoroughfare of the town, and are set back on a quiet, countrylike street where there is little other construction. Working out on the lot in good weather during warm months affords the men a dose of much-appreciated fresh air and sunshine away from noise and bustle.

We have always been a closeknit organization, but better working conditions have made us even more so. At our monthly service meetings we have an exchange of information and experience gathered by our mechanics attending school and in the shop. We pass on what we have learned in the classroom, and any new and time-saving procedures we have worked out for ourselves or picked up. We seek the opinion of our mechanics before buying a new tool.

Our two-month contests keep things humming in the shop. To induce our mechanics to get into the habit of looking over a car thoroughly, we run contests on fan belts, spark plugs, oil filters, etc.

When we got ready to occupy our expanded shop, we put a notice in the local newspaper and sent out and distributed 1,000 flyers to our regular customers. No further advertising has taken place, yet we see three to five new faces in here every week, and together with our regular customers they are keeping our shop working at full capacity. Word-of-mouth promotion is our only explanation.

This in itself has proven one of the most gratifying results. We want our customers to like us and to keep coming, for with added space and modern facilities we are now in a position to service any vehicle—from the smallest Crosley to the biggest diesel-operated truck and tractor trailer.

Central Virginians Bring Cheer to Incurables

THE Central Virginia Automotive Wholesalers Association added to the comfort of patients at The Virginia Home for Incurables through their Christmas gift in the name of their friends and customers.

A statewide project sponsored

by the association made it possible for each floor of the home to have heated food conveyors which will bring hot meals to bedridden patients.

Firms contributing to the project were Arthur's Electric Service, Inc., Automotive Wholesalers, Inc., Condrey Motor Parts, Inc., B. T. Crump Co., Inc., Dixie Wheel Co. of South Richmond, Inc., Goddin and Cayton, Inc., The Kline Co., Motor Parts Corp., Park Accessory Supply, Inc., Richmond Auto Parts, Inc., Richmond Battery and Ignition Corp., Seventh Street Parts Co., Spear Auto Supply Co., Standard Parts Corp., R. H. Stoltz Co., The G. G. Moss Co., Inc., Virginia Auto Parts Corp. and Virginia Automotive and Electric Corp.

Studebaker Expands Southern Sales

A NEW regional sales organization for the South has been announced by William A. Keller, general sales manager of the Studebaker Division, Studebaker Packard Corp., as part of a continuing program to cooperate more closely with Studebaker dealers.

The new division, with headquarters in Dallas, Texas, covers 12 states and includes the Atlanta, Dallas, Kansas City, Memphis and St. Louis zones.

Heading the division will be Glenn S. Finney. With Studebaker since 1934, he has held various sales executive positions in the field organization. Most recently he was Dallas zone sales manager.

Robert L. Stevens, formerly assistant zone sales manager in Dallas, has been appointed to replace Finney.

In 1955 Studebaker shipments to Southern dealers averaged 31% above the previous year—20% ahead of the rest of the nation.

Glenn S. Finney



"WHY MECHANICS GROW OLD"



THE GOOD RIGHT ARM

Reprints, already framed, sent free on request



Che best "helpers" a mechanic can have are top-quality replacement parts. They help him do the job better...help him make satisfied customers...help the business grow. When you install guaranteed AIRTEX Water Pumps and Fuel Pumps, you're sure of longer-lasting customer satisfaction that keeps 'em coming back for more.



FUEL PUMPS AIRTEX It's got to be good!



WATER PUMPS

SEE YOUR AIRTEX JOBBER ... or write for catalogs today

AIRTEX AUTOMOTIVE DIVISION . FAIRFIELD, ILL.

SOUTHERN AUTOMOTIVE JOURNAL for January, 1956

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D



As further proof of firmly established quality McCOLPIN-CHRISTIE CORP. . Innounces 2 YEAR WARRANTY ON ALL FA 6-12 VOLT BATTERY CHARGERS If you are planning to purchase a Battery Charger, get this assurance of continuous dependability... Backed by "C & C" service facilities from coast to coast. McCOLPIN-CHRISTIE CORP. 27th Year of Battery Charger Manufacturing

Newly-elected members of the National Chrysler Dealer Council's seven-man executive committee are (l. to r.): first row, E. J. Craigo, Craigo Motors, Jackson, Miss., secretary; A. L. Duckett, Provo, Utah, chairman; C. A. Hahn, Yakima, Wash, vice-president; second row, Samuel Himmelstein, Trenton, N. J.; Charles G. McKimmie, McKimmie Motor Co., Richmond, Va.; J. D. Moulder, Tonawanda, N. J., and Vern Orr, Jr., Pasadena, Calif.

Chrysler Dealers Meet, Honor McKimmie

A T ITS semi-annual meeting in Detroit the National Chrysler Dealer Council honored Charles G. McKimmie of the McKimmie Motor Co., Richmond, Va., by presenting him with an engraved watch for his service as council chairman the past two years.

A. L. Duckett, Duckett Sales and Service, Provo, Utah, was elected chairman for the 1956 term, C. A. Hahn, Hahn Motor Co., Yakima, Wash., was named vice-chairman and E. J. Craigo of Craigo Motors, Jackson, Miss., was elected secretary.

Speakers included E. C. Quinn, president of Chrysler Division; J. P. Mansfield, president of Plymouth Motor Division; C. E. Briggs, Chrysler vice-president in charge of sales; W. J. Bird, Plymouth vice-president in charge of sales.

Look at Ourselves

(Continued from page 63)

how each salesman spends his selling time is an important requirement for continuing success.

Checking the sales produced from each account against the number of calls or the amount of selling time consumed will give better sales direction. Analysis of the items sold to each account will further indicate whether a thorough sales job is being done with each account.

Assuming that a salesman has the required product knowledge and understanding of policies, the job of training is not completed. In fact, a salesman who ceases to study salesmanship and self-improvement will soon be outdistanced by his more progressive colleagues. Even the man who writes an order on every call may be missing substantial orders.

In conclusion, the responsibility of management is continuing and cannot be relaxed or lessened without certain obvious consequences.

3410 W. 67th St., Los Angeles 43, California



The brand of brake fluid you supply may make the difference between a safe stop and an accident...For safety's sake—standardize on

Wagner Lockheed

The performance of brake fluid has a lot to do with brake action... Don't risk possible accidents by gambling on "bargain priced" inferior quality brake fluid, Be safe! Be sure!

Use safety-proven Wagner Lockheed, It's America's leading Brake Fluid, There's none better—none safer, It's chemically balanced and surpasses specifications established by the Society of Automotive Engineers,

Wagner Lockheed Brake Fluids answer all service needs. 21B is for trucks, buses and cars where heavy duty type fluid is recommended or required by state law.

Available in 12 oz., quart, gallon, 5-gallon, 30-gallon, and 54-gallon containers. Get it—and *all* your brake service requirements—from a safe, reliable source—your nearest Wagner Jobber.

Wagner Electric Corporation
6362 PLYMOUTH AVE., ST. LOUIS 14, MO., U.S.A.



H56-



the best known name in brake service

LOCKHEED HYDRAULIC BRAKE PARTS and FLUID...COMOX BRAKE LINING...NOROL...AIR HORNS AIR BRAKES...TACHOGRAPHS...ELECTRIC MOTORS...TRANSFORMERS.. INDUSTRIAL CRANE BRIDGE BRAKES

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Monroe Auto Equipment Announces \$2,000,000 Plant in Georgia Town

HARTWELL, Ga., will be the location of a \$2,000,000 Monroe Auto Equipment Co. plant.

President B. D. McIntyre said that installation of equipment was scheduled to begin within 60 days. The plant may be in production in March.

In a statement announcing expansion plans, McIntyre said that the location of the 100,000-square-foot building was determined by company officials to be ideal from the standpoint of serving the numerous assembly plants established by their customers in the South, "as well as being strategically located to take care of the company's ever-rising market for replacement products in the South."

He added that this expansion was a carefully considered step in the over-all picture of the development of the company.

In 1945 Monroe Auto Equipment acquired the plant of the Stoner-Maurer Co. in Monroe for the manufacture of sway bars and tractor seats for automotive and tractor manufacturers. The 200,-600-square-foot plant at Hillsdale, Mich., was purchased in 1946, where a substantial rubber molding business for mechanical rubber parts has been developed, as well as an additional source for automotive sway bars, according to McIntyre.

The company has been engaged in the development of power steering for automobile, truck and tractor manufacturers for the past several years, he said, and the requirements for the manufacture of these precision assemblies have increased the demand upon facilities at Monroe.

"It became necessary in 1953 to separate engineering and drafting departments from the main plant and create a new facility known as the Fenmore Laboratories," he said. "The space freed by this transfer permitted the establishment of the new power steering division at the main plant."

It is anticipated that an increased demand for power steering will further tax the floor space at the main plant and require the installation of substantial additional equipment.

McIntyre asserted that since the founding of the company in 1917, one of the prime problems has been the availability of sufficient floor space and facilities to meet growing requirements.

GM Plans Expansion Of Maryland Plant

A N EXTENSION which will add more than 100,000 square feet of floor space to General Motors' Broening Highway plant near Baltimore, Md., has been announced.

The addition, which will add over 12% to the present 1,000,000 square feet of floor space, will permit the building of units at the rate of more than one every 56 seconds.

Currently bodies for station wagons and convertibles are shipped in. The new facilities will enable the plant to turn out all models.



Also available in the ever popular 100 ft. lengths.

Southland ... the world's most pampered



Always Factory Fresh!

Battery

Batteries are perishable unless given special care. The quicker they are put into service after manufacture, the better service they give. That's why Southland is the world's most pampered battery. Our exclusive system of over 40 warehouses assures buyers of factory fresh batteries every time. Factory-trained personnel deliver Southland Batteries in special factory trucks to insure proper handling. We even have special plastic covers to help our batteries keep their "pampered" look.

And, with Southland's unique warehouse system you don't have to carry a large inventory or buy in large quantities to enjoy low prices. It will pay you to write today for information on your best battery plan.

SIX AND TWELVE VOLT BATTERIES



WET OR DRY CHARGED

Quick Delivery! from more than 40 Warehouses

for complete information
WRITE OR WIRE TODAY

SOUTHLAND BATTERY CO.

2040 AMELIA STREET . DALLAS, TEXAS

Custom built for the South

BATTERIES

Manufacturers of a Complete Line of Wet and Dry Charged Automotive, Marine and Commercial Batteries

SOUTHERN AUTOMOTIVE JOURNAL for January, 1956

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MUSTANG ... and only MUSTANG offers you:

- · Guaranteed trade-in allowance
- Written new-engine guarantee
- Greater horsepower
- Pre-tested engine performance

plus a MUSTANG guarantee of profits.



MUSTANG engines are built in the biggest factory of its kind in the world and are backed by a production record of over a quarter of a million engines.

MUSTANG REBUILDERS, INC. Garland, Texas

Classier Corvette

(Continued from page 56)

Synchro-Mesh transmission and Powerglide. Ratio of 3.27 to 1 is optional for both transmissions.

Nine heat-treated coil springs provide greater pressures for the 10" clutch than the former diaphragm-type spring. The arched construction of the clutch and the seating of coil springs on raised ribs help to assure proper cooling.

New to the sport-type car field is the power-motivated fabric top which is standard equipment on the 1956 Corvette. It is controlled by a knob located beneath the in-

strument panel.

The top can be raised merely by pressing the knob. A lid located behind the two bucket-type seats opens, the top rises, the lid closes and the top unfolds. The process is reversed in stowing the top away. The lid swings open, the top folds itself into the well and the lid drops back into position.

For snugger, cold-weather motoring, Chevrolet supplies the solid top as optional equipment. The top is trimmed in bright metal and contains fixed rear quarter windows and a wrap-around rear window for exceptional visibility. Built of the same light, reinforced glass fiber plastic as the body panels, the top can be easily lifted on or off. Latches secure its forward edge to the windshield and the rear is rigidly attached by five knurled set screws.

Although the new Corvette appears to be longer and lower than previous models, specifications show that the over-all length has been increased only about one inch, while most measurements re-

main unchanged.

Wheelbase is at 102" and height at the door 33". With the solid top the over-all height with driver and passenger is four feet, three inches, virtually matching the fabric top level when in the raised position.

Georgia Pushes Fluid Law

A bill to require that all brake fluid sold in Georgia meet the S.A.E. minimum standards for heavy-duty brake fluid will be pushed in the next legislature by the Georgia Automotive Wholesalers Association, President Ernest G. Spuhler of Atlanta said last month. The recent convention adopted a resolution to this effect and a committee meeting was held last month to implement the resolution.



Barrett Says:

YOU, TOO, CAN VASTLY INCREASE YOUR PROFITS WITH BARRETT PRECISION BRAKE EQUIPMENT! The BRAKE DOKTER...

precision fits brake shoes while in position on the backing plate for full lining-to-drum contact.

B-105C

Read What

Edgar Schneider, Service Manager, E. M. STIVERS, INC.



Sales and Emoise

ST LOUIS 5, MISSOURI



Hovember 1, 1955

Barrett Equipment Co. 2101 Cass Avenue St. Louis, Mo.

Attn: Mr. Walter Scott

Dear Sir:

Since installing and using your brake equipment, we have found that our revenue has been greatly increased in our brake department, plus it has increased the earnings of the mechanics, plus it has enabled us to do our brake work with greater precision in less time than before.

We would be glad to recommend this equipment at any time.

Yours truly.

E. M. Stivers, Inc. Elgar Emider

Edgar Schneider Service Manager

ES/jmm



DRUM CHECK-R ... determines Brake Drum conditions.





B-534A

The World Famous DRUM **DOKTER...** refinishes brake drums to exact specifications.



See Us

NADA SHOW

Booths 73-74-75-76

The Servicing Method Approved By **Leading Car Manufacturers**

Why continue to let Brake Service complaints be a headache when this complete package will eliminate the problems and earn big profits for you too!

Yours for as low as 10% down with 24 months to pay.

Wast more facts? Use Reader Service Card Page 116

GMAC Sees Credit As Being in Line

CHARLES G. Stradella, president of General Motors Acceptance Corp., said last month that GMAC feels that the amount of outstanding automotive credit is not too large.

In a statement prepared for the Senate Subcommittee on Anti-Trust and Monopoly, Stradella pointed out that GMAC's policy on terms and down payments has been unchanged since March 29, 1954.

"There is evidence that the trend toward lower down payments and longer terms has been arrested," he said.

Average down payment on GMAC new-car accounts, he said, was 40% as of October, 1955, compared with 43% as of June, 1954. The average term on these accounts rose from 24.4 months in June of last year to 28.5 months in October, 1955.

Stradella said the average monthly installment on new cars represents 17% of the average household income after taxes today as against 21% a few years ago.

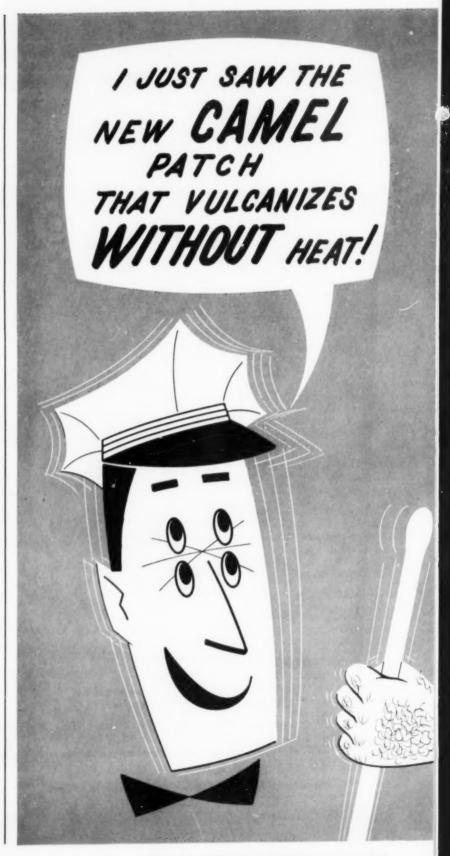
He said GMAC's collection experience since March of 1954 is "excellent on the basis of almost any historical comparison."

Associates Issues Book On Selling Used Cars

SELLING Used Cars," a 444-page book documenting the great range and variety of methods, procedures, practices and knowhow in merchandising used cars, has been published by Associates Investment Co. and its subsidiary, Associates Discount Corp.

Copies are being distributed to select automobile dealers on a complimentary basis in an effort to aid them in the or erly liquidation of used cars traced for newer models.

The book "covers every conceivable used-car selling situation as a guide for the newcomer and a welcome refresher for the veteran dealer," said the publishers. "Never before assembled in one big volume are comprehensive chapters on advertising through newspaper, radio, television, direct mail, etc. Thousands of ads and tested promotional ideas were selected from an estimated 10,000,000 newspaper advertisements scanned for this purpose, of which some 50,000 newspaper ads were analyzed."





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MUSKOGEE, OKLAHOMA TORONTO, CANADA

Chevrolet Plans Plant For W. Va. and Ky.

A PARTS warehouse and Chevrolet zone sales office, serving dealers in Ohio, West Virginia and Kentucky, will be constructed near Cincinnati, T. H. Keating, Chevrolet general manager, announced last month.

Keating said the new structure will replace facilities in Norwood, O., where the Cincinnati zone office is now located.

More than 5,000 different items will be stocked in the warehouse to serve the requirements of Oldsmobile and Pontiac dealers in addition to Chevrolet retail outlets. The one-story face brick structure, which is to be completed late next summer, will contain 88,200 square feet of floor area, including 15,000 square feet of air-conditioned office space.

Four Southerners Added To NADA's Board

Nine new members, including four Southerners, will officially join the board of directors of the National Automobile Dealers Association at the organization's 1956 convention in Washington, D. C., Jan. 28 through Feb. 1.

They are John R. Fader, Newark, N. J.; Charles B. Tutan, Tutan Motors, Inc. (Dodge-Plymouth), Miami, Fla.; John H. Lander, Lander Motors, Inc. (Dodge-Plymouth), Atlanta, Ga.; W. J. Cleveland, Cleveland Motors (Ford), Crowley, La.; Elvin L. Long, Detroit, Mich.; W. N. Neff, Fremont, Neb.; J. A. Hinote, Reno, Nev.; John M. Walker, Walker Chevrolet Co., Covington, Tenn., and William R. Bryden, Beloit, Wis.

Chrysler Division Gets Two Racing Awards

CHRYSLER was awarded last month both the 1955 NASCAR grand national stock car racing championship and the 1955 AAA stock car racing championship.

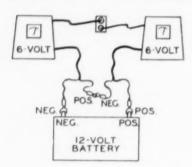
Presentation of the two trophies at Detroit reportedly marked the first twin championship for one make of car in industry history. In all, Chrysler 300 cars won 37 first places in NASCAR and AAA races of 100 miles and over during the 1955 racing season. They won a NASCAR "batting average" for wins and places of .443, including 27 first places. Chrysler's nearest competitor had an average of .236 and 10 first places.



TIME SAVERS

Charging 12-Volt Battery With Two Chargers

Some motor analyzers and distributor testers come equipped with a small six-volt battery charger. Where two of these



chargers are available, it is possible to charge a 12-volt battery by connecting them as shown in the sketch. The voltage at the battery terminals will be approximately 14 volts. — Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.

When Checking Timing By Damper Markings

When checking the timing on most popular cars with the markings on the vibration damper, I have found the safest, simplest and most accurate way is to loosen the generator and remove the fan belt.

Doing this will eliminate a possible broken timing light, as well as a busted knuckle. Also, a more accurate check can be made since the timing light can be placed within a few inches of the vibration damper. — Shadrach H. Boyer, 425 Anderson Drive, Dunleith Estates, Wilmington, Delaware.

Replacing Chevrolet Truck Left Rear Motor Mount

A SHORT cut to replacing left rear motor mounts on Chevrolet trucks equipped with power drive may be accomplished in this way:

Cut a %" hole in the center of the frame and cross member angle in order to let a %" drive extension pass through at approximately the center between the two hous-



GOT A GOOD

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 5, Ga.

ing bolts. Then place a universal joint and %" socket on the extension for removal and replacement of the two cap screws.

Use a small jack under the transmission to align the mount and housing. The socket will line up better if the hole is cut a little out of line.—Jack Robinson, 505 N. Franklin, Anthony, Kansas.

Removing Temp Sleeve From Cylinder Head

On Late-Model Ford and Mercury cylinder heads (OHV type) the cylinder head temperature sender screws into a sleeve pressed into the cylinder head. These sleeves do not come with a new head and often an extra sleeve is not available. So the big problem is to transfer the old sleeve to the new head.

To remove the sleeve from the old head, use the puller shown in



the sketch. It consists of a %" pipe plug to screw into the sleeve, a long bolt to go through the plug and a socket large enough to straddle the sleeve and a nut. The plug with bolt is screwed into the sleeve, the socket placed over it and by turning the nut the sleeve is pulled out. — Jack Robinson, Andress-Hanna, Inc., 717 Crockett Street, Shreveport, Louisiana.

Holding Rubber Seals On Ford Covers

The rubber seals on the '55-'56
Ford valve covers become soft
from heat and oil fumes and
squeeze out from under the flat

washer, leaving pressure off gasket and causing oil leaks.

Replace flat washer with front shocker washer — part No. 8M-18041. The concave washer will hold rubber seal in place and keep pressure on gasket. — Howard Caviness, Eudora, Kansas.

Installing Radio Antenna On 1955-56 Dodge

We have found a way to save time and effort when installing radio antenna on front fenders of 1955-56 Dodge and Plymouth cars.

This is done by fastening the lower antenna support to the lower bolt which fastens the fender shield to the fender. This bolt protrudes about ½" and the antenna support may be slipped over the end and secured with a flat washer and ¼" standard thread nut. A better support is obtained this way and the noise and rattles that so often occur when a hole is drilled according to instructions are practically eliminated.—Frank M. Rob-

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erts, 119 Columbia Street, Chester, South Carolina.

Removing the Commutator End Plate Bushings

O is no soft plug, the removal of generator commutator and plate bushings may be accomplished by using a %" standard thread tap.

Screw the tap into the bushing with the bottom in the end plate. The bushing is removed as it threads into the tap. A driver can

then be used to install the new one.

—Jack Robinson, 505 N. Franklin,
Anthony, Kansas.

Installing Valve Springs On Overhead Engines

HAVE a time- and labor-saving method of installing valve springs on overhead engines and the cylinder head need not be removed to do the job.

To make the tool for this operation, use a discarded spark plug that will fit the engine on which you are working and grind the complete top off just above the hex on the plug. Clean out all the porcelain inside the plug and tap this out to accommodate a female fitting to fit your air hose.

Remove the spark plug from the cylinder and install the tool. Make sure both valves are closed, then hook up your air line to the tool. The air may then be turned on and the valve spring removed without fear of the valve falling down in the cylinder. Leave the air on while installing the new spring.

—S. H. Wolfe, c/o Plonk Motor Company, Kings Mountain, N. C.

When Pulling an Axle On Chrysler Models

When a suitable puller is not available for pulling Chrysler product axle shafts, this idea will work:

Take about four feet of 5/16" chain with a ring in one end large enough to slip over a sledge hammer handle. Spread the other end link enough to go over axle shaft threads and place on nut.

As the hammer is swung and reaches the end of the chain, enough jar is obtained to pull the shaft.—Raleigh Schuetz, Kendalia, Texas.

Removing Metal Particles From Block Passage

When the top exhaust pipe studs break on Nash 40 and 10 Series and have to be drilled out, it is impossible to keep shavings and often a sizable piece of metal from entering the intake passage in the block. These may hang valves, cause severe knocking, or even break a piston.

To avoid taking off the head, I made a tool to remove these particles by threading two small, flexible wires through a two-foot length of wiper hose. Remove the core and winding from the cutout unit of a discarded Auto-Lite voltage regulator. Discard the heavy winding and connect the wires in the hose to the fine winding. Tape the core and winding to the hose securely.

With the carburetor removed, the magnet can be inserted all the way to either end of the intake passage. After it is in place, connect wires to a 12-volt battery. Slowly withdraw magnet and the shavings will come out with it.—Victor McGee, L. E. Dick Motor Company, 415 North 7th Street,

Mayfield, Kentucky.



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NEW PRODUCTS AND CATALOGS

600-Air Power Bead Breaker

An improved version of the Lee air power bead breaker, capable of handling all sizes and types of passenger tires, has been introduced by Automotive Equipment Mfg. Co., Lynwood, Calif.

Mounted on a neoprene wheeled dolly with an extended handle, the



unit retains the original principle of breaking both beads simultaneously. A twin piston arrangement directs positive pressure against both beads at the same time by developing approximately 2500 lbs. pressure on each side, according to the manufacturer.

Want more info? Use coupon on page 116 and you will get it!

601-Contour Wiper

A windshield wiper that is said to clean around corners and side areas of panoramic windshields has been introduced by Delco Appliance Division, General Motors Corporation, Rochester, N. Y.

Called the Power-Sweep, the wiper assembly is equipped with a constant

Called the Power-Sweep, the wiper assembly is equipped with a constant speed electric motor which maintains constant wiper speed while passing, accelerating or going up hills. Also featured are automatic return to park and dual speed control.

Want more info? Use coupon on page 116 and you will get it!

602—Sanding Attachment

An orbital sanding attachment that can be fitted into any Black & Decker 1/4" utility drill has been announced by The Black & Decker Mfg. Co., Towson 4, Md.

The attachment weighs 2¼ lbs. and can be mounted on the drill in a few seconds to provide a sanding tool for either wood or metal. A bottom plate larger than the housing permits close-quarters work. It will sand with, against, or across the grain without

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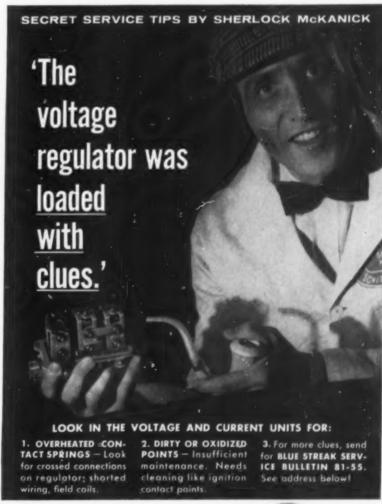
manufacturer, Want more info? Use coupon on page 116 and you will get it!

603-Power Lube System

An automatic, high-pressure power lubrication system known as the Multi-Luber, which was available on two 1955 models, is now available for all 1954, 1955 and 1956 Fords, and for 1955 and 1956 Chevrolets, according to Lincoin Engineering Co., Automotive Sales Division, 5701 Natural Bridge Ave., St. Louis 20, Mo. Complete packaged kits with detailed instruments enable an individual control of the control of t

Complete packaged kits with detailed instruments enable an individual of average mechanical ability to install the system in approximately 1½ hours without the use of special tools, the manufacturer said.

Want more info? Use coupon on page 116 and you will get it!



You, too, can save yourself costly guessing, discouraging delay, expensive time by becoming a registered Blue Streak dealer. You get the entire file of Secret Service Tips and continuing follow-ups. 40,000 Blue Streak mechanics use them to track down trouble fast.

Write STANDARD MOTOR PRODUCTS, INC., 37-18 Northern Blvd., L.I.C. 1, N. Y.



IGNITION PARTS
precision engineered for replacement

604—Steam Cleaning Gun

A steam cleaning gun designed for cleaning efficiency, cool handling and easy operation has been introduced by Oakite Products, Inc., 19 Rector St., New York, N. Y.

The Oakite Hurriclean Gun, as it is called, features a tube within a tube-steam passing through the insulated interior tube, solution through the exterior. The steam is auto-matically drawn into the nozzle of the gun by the partial vacuum created by the steam passing through, it was stated. A sealed rotary joint makes it possible to rotate the nozzle easily. The forward end of the gun revolves to clean at any angle while the han-dle and hose connections remain

stationary, according to the manufacturer.

Want more info? Use coupon on page 116 and you will get it!

605-Emergency Inflator

An emergency tire inflator for temporary inflation to permit movement of vehicle out of traffic has been announced by The Tructor Corp., Mountainside, N. J. "Spair-Aire," as it is called, is made

of high-pressure, flexible tubing with brass fittings. It will reach all tires and transfers air from spare to flat by equalization of pressure, the company reported.

Want more info? Use coupon on page 116 and you will get it!

606-Brake Bleeder

A brake bleeder that employs air pressure from tire for faster brake bleeding has been introduced by Ammco Tools, Inc., 2100 Commonwealth Avenue, North Chicago, Ill. Brake bleeding with the 3½-lb. (when filled with 40 ozs. of fluid)



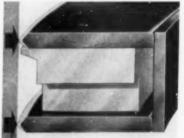
"Zip-O" unit is reported to be a oneman operation, eliminating need for hand pumping. A diaphragm keeps air out of system, according to the company.

Want more info? Use coupon on page 116 and you will get it!

607-Beveled Piston Ring

A chrome-plated replacement piston ring reported to be able to seat three to four times faster than conventional chrome rings because of its beveled design has been announced by the Hastings Mfg. Co., Hastings, Mich.

Used on both top and bottom rails of the oil ring, the beveled feature



enables the rails to make "fineline" contact with the cylinder wall, reducing the wear-in area for faster break-in, the manufacturer said.

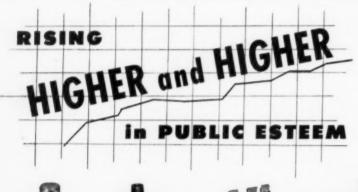
Want more info? Use coupon on page 116 and you will get it!

608-Car Wax

A wax for new cars, an addition to the Du Pont "7" line, has been an-nounced by E. I. du Pont de Nemours, Inc., Wilmington, Del.

Especially designed to maintain the showroom brilliance of cars, the wax is said to clean, wax and glaze in one application. It contains a cleaning agent as well as silicones and is wiped on and off without rub-

Want more info? Use coupon on page 116 and you will get it!













ORDER FROM YOUR JORGER

Confident of the performance quality of Andrews products, more and more Ignition Specialists bank on Andrews to insure customer satisfaction.

The quality and value built into Andrews Ignition Parts, Wire and Cables has won the favorable acceptance of Ignition Specialists the

world over.

Write for our new catalog No. 55E.

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Southeastern Representative: LAWRENCE M. HIRSIG & COMPANY American National Bank Building Jacksonville 7, Florida

Southwestern Representative: LYNN & HEMPHILL



"Pontiac Engineered Parts are as near as my telephone"

"A quick call to our local Pontiac dealer puts the parts I need in my hands
. . . in a hurry! His tips on how to handle tough repair jobs save me a lot of
time. Give your Pontiac dealer a call . . . he can be a big help to you, too!"



PONTIAC ENGINEERED PARTS ASSURE PONTIAC ENGINEERED PERFORMANCE

609-Multiscope

redesigned multiscope that is said to be 39.4% more sensitive than a former model has been developed for the use of mechanics by Herbrand Tools, Fremont, Ohio.

The instrument operates like a doctor's stethoscope. It has a seveninch-long probe and sensitive dia-



phragm that pinpoints noise sources such conditions as worn gears. bearings, loose pulleys, etc.
Want more info? Use coupon on

page 116 and you will get it!

610-Three-Tone Horn

A three-tone horn which will be available as optional equipment on 1956 cars has been developed by the Division of Delco-Remy General Motors, Anderson, Ind.

A more pleasing and melodious horn signal is obtained with the grouping of three horns, all of which are pitched to a different note.

Want more info? Use coupon on page 116 and you will get it!

611-Oil Filter

A redesigned oil filter with an aluminum laminated jacket has been announced by Purolator Products,

Inc., Rahway, N. J.

Because of the jacket, a sharper contrast is said to be made evident between dirty filter and the clean refill. Also, it is said to resist cor-rosive action of acids. The "micronic" filtration reportedly removes oil stream contaminates down to 39 millionths of an inch, Want more info? Use coupon on

page 116 and you will get it!

612-Car Wax

A wax easy to apply, with no rubbing, and which reportedly imparts a hard, glasslike streakless film over automobile finishes, has been introduced by Tropi-Cana Polish Co., P. O. Box 455, Biscayne Annex, Miami 52, Fla. Made of Carnauba wax, it is also reported to be suitable for use on chrome.

Want more info? Use coupon on page 116 and you will get it!

613—Refinishing Manual

A 40-page book, called "A Guide to Better Automotive Refinishing." ering all aspects of professional refinishing, has been published by the Martin-Senour Paint Co., 2520 S. Quarry St., Chicago, Ill. It is available through NAPA warehouses and iobbers

Want more info? Use coupon on page 116 and you will get it!

614-Cooling System Tester

A cooling system pressure tester, featuring a safety relief valve, microhoned barrel and nylon bushings, has been announced by Radiator Special-ty Co., 1700-1900 Dowd Road, Char-lotte I, N. C. Special adaptors reportedly enable

operator to test radiator caps and cooling systems in both cars and cooling systems in both cars and trucks. The new safety valve feature

permits use while engine is running, the manufacturer said.

Want more info? Use coupon on

page 116 and you will get it!

615-Bumping Dolly

A bone-hard fiber bumping dolly has been added to the line made by Penn Fibre & Specialty Co., Inc., 2024 East Westmoreland St., Philadelphia 34, Pa.

The dolly is 7" long by 3½" at the working end with a grip of 1½" and 34" thick. It is said to have an advantage over wood and steel because it absorbs the shock but delivers the

Want more info? Use coupon on page 116 and you will get it!

Valt don't blame all

Why do Light and Medium Trucks have so many brake problems? There are a lot of reasons (including cowboys) but only one sure solution-World Bestos "PFT" Sets! Let's look at the facts:

 A great many trucks in this class, especially delivery and route fleets, operate on tight schedules requiring many stops . . . with no lost time between stops. With others, the problem is heavy loads and hilly country. In almost all casesspeed, loads, terrain or whatever-experience shows that the service demands of light and medium trucks throw an exceptionally heavy burden on brakes.

Not enough friction, too much fade, too many adjustments, short lining life . . . these are common complaints that betray UNSAFE BRAKES, causing in addition, excessive shop time and expense. No wonder operators and service managers are plagued by poor safety records and high maintenance costs!



High-Speed, Many Stops

COWBOYS aren't "lilly white", either!

Slam-bang jockeys who gun it up then hit the brakes for "destroyer

landings" every time they stop make matters worse, of course. But hanging the cowboys won't solve the basic problem which is . . . inadequate brake lining.

SPECIALLY ENGINEERED BRAKE LINING THE ONLY SOLUTION-Passenger car brake lining (made up in larger segments and labeled "truck sets") can't stand this kind of punishment . . . any more than could passenger car engines, frames, bodies or tires. On the other hand, light and medium truck brakes aren't designed to accommodate heavy-duty blocks . . . nor are block formulas suitable for these operations.



Rough Going

Therefore, it is obvious that special friction formulas . . . engineered expressly for this rugged service . . . offer the only sure solution!

WORLD BESTOS "PFT" SETS ARE TAILOR-MADE FOR THE JOB-"PFT" (Prescribed Friction Truck) Sets are engineered exclusively for hard-driving, multi-stop service on light and medium trucks. Five different friction formulas are used in the most favorable combinations to give safe stopping power, positive fade control and longer wear for each type of truck and its braking system.

616-Hydraulic Jack Oil

An oil for hydraulic jack equipment, containing additives which, the manufacturer claims, prevent rust, improve lubricity and stop sludge, has been placed on the market by Blackhawk Mfg. Co., Milwaukee 46,

It is available in quart, gallon and 5-gallon cans, 30- and 55-gallon

Want more info? Use coupon on page 116 and you will get it!

617-Ridge Reamer

A ridge reamer reportedly designed for all engines and to handle all cylinders from 211/16" to 55/16" in

diameter has been announced by the Lisle Corp., Clarinda, Iowa.

Featuring a swinging type tungsten carbide cutter which follows worn cylinder contours and removes the ridge without chattering or digging in, the ridge reamer will not over cut or cut below the ridge, according to the manufacturer,
Want more info? Use coupon on

page 116 and you will get it!

618—Tune-Up Manual

An illustrated manual on servicing 12-volt electrical systems in cars, trucks and tractors is available from Allen Electric and Equipment Co., 2101 N. Pitcher St., Kalamazoo,

The book contains 84 diagrams and covers regulators, generators, starters, batteries, ignition circuit, distributors, fuel systems and carburetors. Details on use of latest testing and servicing equipment necessary in modern engine tune-up are also included.

Want more info? Use coupon on

page 116 and you will get it!

619—Nut and Bolt Assortment

A wheel hub bolt and nut assortment of 78 pieces, 6 of each type, col-or coded for size and packaged in a



metal box with complete specifica-tions mounted in lid of box, has been introduced by Champ-Items, Inc., 6191 Maple Ave., St. Louis 14, Mo. Want more info? Use coupon on page 116 and you will get it!

620—Fast-Drying Lacquer

A fast-drying lacquer primer-surfacer for automotive refinishing has been placed on the market by Martin-Senour Paint Co., 2520 S. Quarry St.,

Chicago, III.
Used on bare metal or over old paint surfaces, the product is said to be fast-drying in any weather condi-tions, and to permit speedier and easier sanding without sandpaper gumming, even when applied in wet, heavy coats.

Want more info? Use coupon on page 116 and you will get it!

621—Cooling Lubricant

A water pump lubricant and cooling system conditioner has been added to the line of The Lubri-Loy Company, 6319 Wilson Ave., St. Company, 63 Louis 10, Mo.

This product lubricates water pump bearings and seals. It reportedly eliminates noise, reduces wear and prevents further rust and scale deposits. No draining or flushing is required and it mixes readily with all

types of anti-freeze, Want more info? Use coupon on page 116 and you will get it!

622-Regulator Tester

A 19-amp volt-onm regulator test-A 19-amp volt-ohm regulator test-er, which tests generators, voltage regulators, current regulators, igni-tion coils, starters, batteries, starter switches, starter solenoids, battery cables, horns, relays, lights and switches and locates broken wires, has been announced by Harvey E. Hanson Co., 211 W. Commercial St., Paw Paw Mich. Paw Paw, Mich.

The device tests both six- and 12-volt systems and is simple to oper-

Want more info? Use coupon on will get it! page 116 and you will get it!

your brake troubles on the COWBOYS!

These skillful brake prescriptions are products of more than 30 years' experience devoted exclusively to the engineering and manufacture of fine friction materials.

"PFT" SETS GIVE YOU:



Precious Cargo Must Be Safe Beyond Question

· Safe, dependable stopping power at all times . . . right from the start. Requires no break-in period! Performs equally well for regular or power brakes!

- Greater fade control. Friction is more stable . . . recovers fast even at brake temperatures of 600° to 700° F.
- Long. uniform wear—trouble-free service. "PFT" gives more miles between relines . . . pays for itself many times over by keeping trucks out of the shop and on the job . . . no matter how tough a job it is!

SAFETY . . . PLUS SAVINGS-Brake service men who install specially engineered "PFT" Sets give their customers the safest brake lining money can buy . . . plus substantial savings in repair bills, equipment downtime and brake maintenance expense. This kind of service will help you build a fine volume of high-profit business in the important light and medium truck field.

WORLD BESTOS "PFT" Sets

4-piece, single-axle sets for all light and medium buses and trucks requiring lining up to and including 1/4" thickness.





don't shoot the cowboys!-Instead, shoot a call to your World Bestos Distributor or shoot this coupon to World Bestos for full information and prices on "PFT" Prescribed Friction Truck Sets for your operation!

WORLD BESTOS

New Castle, Indiana

Please send me full information and prices on "PFT" Sets for light and medium trucks.

COMPANY NAME

YOUR NAME AND TITLE

623-Timing Light

A power timing light has been introduced by the Schauer Mfg. Corp., 4500 Alpine Avenue, Cincinnati 36, Ohio.

The light is 10 7/8" long, weighs 7 ozs. and operates on 115 volts A.C. Its brilliant white flash permits fast, daylight tests for ignition timing, governor action, etc., according to the

manufacturer.

Want more info? Use coupon on page 116 and you will get it!

624—Coating Pump

Underbody coating pumps, reported to make faster and more even applications of undercoating material,

have been announced by the Binks Mfg. Co., 3122 Carroll Ave., Chicago 12, III.

According to the manufacturer, these air-operated pumps make applications faster and more uniform because material is delivered on both the up-stroke and down-stroke of the pump. It operates slower than others, but delivers more because the stroke is longer, it was said.
Want more info? Use coupon on

page 116 and you will get it!

625-Upholstery Cleaner

A liquid cleaner for leather, leatherette and plastic automobile interior surfaces has been introduced by Shur-Gloss Manufacturing Co., 3536 Knox Ave., Chicago 41, Ill. Containing silicones, "Shur Leath-Containing silicones, "Shur Leath-er-Bryte," as it is called, reportedly



is simple to apply, provides resistance to moisture, static and dirt accumulation.

Want more info? Use coupon on page 116 and you will get it!

626—Pneumatic Wrench

A low-cost, air-operated, reversible power wrench for handling jobs where ½" square drive sockets would normally be used has been added to the line of the Chicago Pneumatic Tool Co., 6 East 44th St., New York

17, N. Y.
The CP-732 "Tork-Master," as it is called, features the "attachable angle head" which is said to permit one - hand operations in ratchet wrench jobs. The tool reportedly can be equipped with accessories to ream, tap, drive screws, operate stud driv-

s, sleeve pullers, etc.
Want more info? Use coupon on
page 116 and you will get it!

627-Valve Spring Compressor

A valve spring compressor reported to be designed for faster and easier servicing of all late model V-8 valvein-head engines has been announced by K-D Mfg. Co., 526 N. Plum Street, Lancaster, Pa.

The operating handle is located on the back of the frame in front of the



operator, thus facilitating opening and closing. When the threaded plunger bar is set for the first spring, depth adjustment is automatic for the remaining springs, which are serviced by merely opening and closing operating handle.

Want more info? Use coupon on page 116 and you will get it!



somebody
buys
a new
DE SOTO

another reason why it pays to be a DE SOTO dealer

628-Tool Kit

A service tool kit for making external adjustments on Fordomatic and Merc-O-Matic transmissions has been designed by Kent-Moore Organiza-tion, Inc., 5-105 General Motors tion, Inc., 5-105 General Motors Bldg., Detroit 2, Mich. Packaged on a 2' x 4' tool board, the kit consists of 16 specially designed tools and gauges

Want more info? Use coupon on page 116 and you will get it!

629-Brake Instrument

A brake instrument reported to reinstantly braking efficiency under operating conditions and to tell



michigan

Hi-Therm

engine bearings

which wheel grabs or causes pulling has been introduced by Ammco Tools, Inc., 2100 Commonwealth Ave., North Chicago, Ill. The "Brake Graph," as it is called,

is placed on the floor of car. Vehicle is then driven at exactly 20 mph and brakes applied until a full stop is made. Recording weight on instrument indicates condition of brakes, it was said. Want more info? Use coupon on

page 116 and you will get it!

-Air Conditioner

A redesigned under-dash air conditioner, reported to fit all late-model cars, has been announced by Frigikar Corp., 1602 Cochran, Dallas, Texas.



The "MagneTouch" control feature is said to solve freezing problems and to enable car owner to self-select incar temperature. Controls are located on the case and a green-dot light on the face of the case remains lighted only when unit is actually refrigerating

Want more info? Use coupon on page 116 and you will get it!

631-Truck Mirror Arm

A truck mirror arm with bracket A truck mirror arm with bracket for late-model Dodge trucks has been introduced by K-D Lamp Co., 1010 Elm St., Cincinnati 10, Ohio, Made of seamless steel tubing with

ension joints reinforced, it has to 14½" extension, easy hinge extension



mounting, non-slip elevation adjustment held in position by tension washers, baked black enamel finish and plated acorn nuts.

Want more info? Use coupon on page 116 and you will get it!

632-LP-Gas Brochure

A brochure giving the performance characteristics of LP-gas is available without charge from Towmotor Corp. 1226 E. 152nd St., Cleveland 10, O. Schematic drawings and photo diagrams document the operation and engineering of the LP-gas fuel sys-

Want more info? Use coupon on page 116 and you will get it!



Mileage - you add it with Michigan Hi Therm Engine Bearings - best for replacement. You add miles of satisfaction - you stay miles away from arguments and make-good jobs. You're miles ahead with faster, more accurate installations.



SPECIFY MICHIGAN HI THERM

Made to the same original equipment specifications as the bearings we supply to leading car and truck manufacturers.



DETROIT 11, MICHIGAN

Carb Master Pict-O-Poem





When carburetor and fuel lines are all gummed up . . . engine sluggish . . . bucks and stalls . . .



"Left at the Stop Line Again!"

CURE QUICK . . .

Dissolve gum, varnish and carbon like magic - clean and condition carburetor and fuel lines . . .



"Cleans Carburetor in Seconds'

JUST POUR [.

PROFITS SOAR . . .

One can of Guaranteed Carb Master with ten gallons of gas keeps engine smooth-running for two-thousand miles . . .



"TWO THOUSAND MILES OF Complete Fuel System Protection in every Can."

ELIMANATES WATER IN DUE S GAS TANK ANTI-PRESE

"Excellent gas tank anti-freeze"

Naturally, customers buy all service from the Rust Master Dealer where they get quaranteed results!



RUST MASTER — LEAK MASTER — SLUDG-MASTER — CARB MASTER — PARTS MASTER













50-54 CREICHTON ST., CAMBRIDGE AO, MASS. Latterit partiners of motive efficiency

Electric Group Elects Robinson President

UTOMOTIVE Electric Association. Aut its annual meeting in Chicago, elected E. N. Robinson, distribution manager of the Alemite and Instruments Division of Stewart-Warner Corp., president.

William E. Blank, The Electric Auto-Lite Co., Toledo, was named vice-president and chairman of the manufacturers' division.

Other vice-presidents elected were C. W. Apley, Ballantine Auto

Parts & Service, Chicago, who will head the service distributors' division, and J. L. Finn, Gardner, Inc., Cincinnati, will head the central distributors' division.

Knoxville Jobbers Play Santa to Hospital

THIRTEEN Knoxville, Tenn., firms joined together to give their customers a different kind of Christmas gift.

The present was an expensive chest X-ray hood and camera unit, given in behalf of their customers, to the new University of Tennessee Memorial Research Center and Hospital.

"It is our belief that, by pooling our Christmas gift funds, we can do something for the entire area which our customers will appreciate a great deal more than they will the small remembrances that we are able to give individuals." said A. D. Moody and Bill Clift, spokesmen for the Knoxville Automotive Jobbers Association.

Tennessee Houses Give \$6,000 to Eve Clinic

THE Nashville, Tenn., Auto Parts Jobbers Association promoted the idea of giving funds normally spent at Christmas for customer "token" gifts to a worthwhile pro-

Christmas of 1955 saw the plan enlarged to take in parts jobbers throughout middle Tennessee. Pooled contributions came to \$6,-000, which was presented to the eye clinic at Vanderbilt University Hospital. Cards telling of the donation in their name were mailed to customers

Dr. Richard Cannon, hospital director, in accepting the gift, told the group, "It should be a comforting thought, not only at Christmastime but in the days ahead, to know you may have helped another human being to see another Christmas."

Boosters Name Officers In Chicago Meeting

HERMAN Pflug, B-10, San Francisco was elected president at the annual meeting of the Automotive Booster Club International, Inc.'s board of governors in Chicago Dec. 4.

Other officers named were O. A. "Lee" Roeger, B-41, Toledo, first vice-president; Charles Carter, B-12. Toronto, Canada, second vicepresident; Ed C. Abdelnour, B-13, New York, secretary, and William L. Knoyer, B-3, Denver. Past presidents Herbert M. Cree, B-4, Dallas: Howard C. Tucker, B-16, Cleveland, and Sam A. Ladd, B-7, Chicago, are members on the executive council.

Life memberships were approved for several, including Pete Aquilino, B-40, Washington, D. C., and W. Gordon Blankinship, B-6, Atlanta.

Keith Bryan, B-27, Milwaukee, was named "Mr. International Booster of 1955."



ELECTRICAL TESTING EQUIPMENT YOUR NO. 1 PROFIT LINE



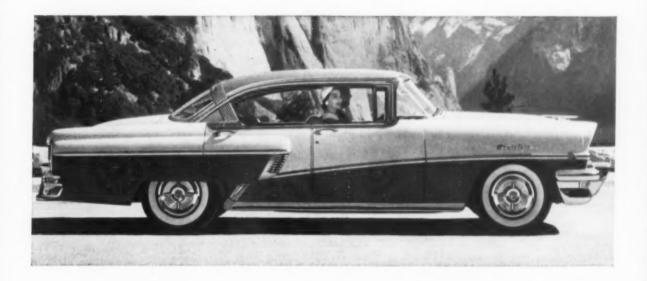
EXCLUSIVE EXTRA FEATURES help you make electrical tests quicker, easier and with greater accuracy. No wonder shopmen are "sold" on every Auto-Test specialty in this famous, ever-growing line. Make Auto-Test your choice for year-'round extra service!

CONTACT YOUR JOBBER or write direct

INCORPORATED

Greatest advance in 4-door hardtops

THE BIG M Phaeton



Mercury introduces an all-new, truly different 4-door hardtop...unexcelled for style and smartness

Another example of Mercury's styling leadership! Now on display—in Mercury dealer showrooms throughout the country—is the newest advance in 4-door hardtops . . . the luxurious new Mercury Montclair Phaeton!

Along with its excitingly different low-silhouette styling, the Phaeton features better visibility . . . with extra-spacious viewing for rear seat passengers . . . and wide-wide doors for easy entrance and exit.

This glamorous, new BIG M Phaeton, a truly great advance in 4-door hardtops, is another big reason why owners and dealers agree "it pays to travel with Mercury."

FOR 1956-THE BIG MOVE IS TO

THE BIG MERCURY

A Magnificent Value in the Ford Family of Fine Cars

MERCURY DIVISION-FORD MOTOR COMPANY

6200 West Warren Avenue • Detroit 32, Michigan

Jobber News

(Continued from page 65)

members in order to award appropriate pins to employees for safer driving habits. The same records on number of miles driven, by what car and by whom could serve to establish an exact cost of making average deliveries by those vehicles, it was pointed out.

Nathan M. Roberts, executive secretary, announced that an arrangement was being worked out by which members could save considerably on their fire insurance. The members authorized him to speed this arrangement into effect.

A wide variety of topics was covered at the one-day meeting. Officers are elected at the spring meeting.

Unit Parts Moves Gordon

Jack Gordon, formerly headquartered at Houston, Texas, has been moved by Unit Parts Co. of Oklahoma City to Atlanta, Ga., to handle the Southeastern territory.

NAPA Elects Colyear; Names Looney V-P

National Automotive Parts Association elected R. C. Colyear of Los Angeles president at their 31st annual meeting in Chicago in December.

Wilton J. Looney, president of Genuine Parts Co., Atlanta, Ga., operating NAPA warehouses in the Southeast, New York, New England and Nebraska, was named vice-president. Other officers, who were re-elected, are Henry Lansdale, chairman of the board; R. L. Stacey, vice-president and general manager, and Myron L. Buck, secretary, all of Detroit.

Among the directors elected to the board were L. C. Benson, NAPA Jacksonville, Fla., warehouse, and R. L. Turner, Genuine Parts Co., Atlanta.

Al Hirsig Dies In Texas

Al Hirsig, long-time honorary member of B-4, died recently at the Stoneleigh Hotel, Dallas, Texas. A former partner in the firm of Hirsig-Frazier, he was widely known in the automotive industry.





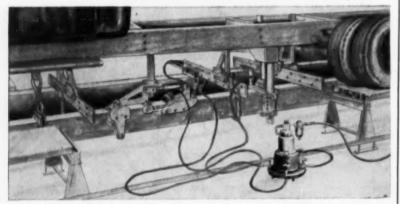




Top to bottom: R. C. Colyear Wilton J. Looney R. L. Stacey Henry Lansdale

Milwaukee Sawz'all has been added by Link's, Danville, Va., G. K. Linkous, owner, reported. (More Jobber News on page 131)

TRUCK AND TRAILER FRAME STRAIGHTENING



Designed to speed up jobs on all model trucks, buses and trailers, with push-button hydraulic operated tools and hydraulic frame press.

WRITE FOR LITERATURE NOW









Hypressure Jenny saves this Indianapolis Agency as much as \$3800 a year on used car cleaning ...



Mr. Garland L. Johnson Service Manager Superior Chevrolet, Inc. Indianapolis, Ind.

"We pride ourselves on selling the cleanest used cars in Indianapolis. It is a strict rule that every used car we handle must be thoroughly cleaned as well as lubricated, have the oil changed and the front wheels packed.

If we were to clean the cars in the standard way, it would take us 11/2 hours, or possibly more. This would tie up our service operation because of the bottleneck of men waiting to work on the cars.

With HYPRESSURE JENNY it takes only 30 minutes to do the complete cleaning job including motor and chassis. This saving of one hour or 66% time and labor

means that there is a saving of about \$4.00 for each hour because of the expensive bottleneck we eliminate. Selling about 950 used cars a year brings the total savings to as much as \$3800.00 per year.

In addition, we use HYPRES-SURE JENNY to clean parts and customers' cars before certain repair jobs. On this I couldn't begin to total the savings."

The above statement by Mr. Johnson proves that HYPRESSURE IENNY not only more than pays for itself the first few months it is in operation, but that it is without doubt the most profitable time and money-saving shop tool you can add to your service equipment.

For the full story of how you can put HYPRESSURÉ JENNY to work saving and earning for you . . . MAIL THE COUPON TODAY! You'll be glad you did.

HYPRESSURE

STEAM

Mail this TODAY ..

Without obligation send me full par Hypressure JENNY.	Jobber time-payment plan.
	Title
Name	Time
Company	
Address	
City	State

HYPRESSURE JENNY DIVISION JFACTURING COMPANY

P.O. BOX 99

CORAOPOLIS, PA.



Jobber News

(Continued from page 128)

More Ads to Push Southwest Show

More magazine advertising and more promotion generally than ever before will appear in support of the 13th Southwest Automotive Show, scheduled for the air-conditioned Sam Houston Coliseum in Houston, Texas, May 10 through 13, according to a decision of the board of directors, meeting in Houston last month. In the same meeting directors postponed the space drawing from Jan. 20 to March 9.

Agency - prepared advertising will appear in all the leading national magazines circulating to the aftermarket in February, March and April, it was announced by Helen Bumpus, secretary, following the meeting. In addition, the board approved completely a plan for promotional activities as submitted by the advertising agency. Aside from bigger and more widespread magazine advertising, the general promotion plan follows the previously-established pattern.

However, the board turned thumbs down on attendance prizes on any scale. Last year a TV set was awarded to some jobber on each day, but the mechanics of the procedure on such awards interfered with show routine, board members contended.

Another decision of the board was to transfer, until conclusion of

Richard B. "Dick" Young has been promoted to vice-president and di-rector of sales tor Allied Battery Co. with headquarters in Dallas. Texas. Young joined the company in 1945 in the accounting depart-ment. He was later transferred to the sales department and in 1952 was named sales manager of the eastern division.





Motor and Equipment Wholesalers Association has named James W. Association has named James W. Cassedy, Washington, D. C., attorney, as general counsel. A native of Mississippi, Cassedy received his LL.B. degree at the University of Mississippi in 1926. Prior to his moving to Washington in March of 1943, he practiced law in Mississippi and served his state as district attorney and assistant attorney general, In Washington, he was with the Federal Trade Commission for more than nine years as a trial attorney and assistant general counsel.

the show, the headquarters office. This office, operating on a permanent basis in Dallas under Secretary Bumpus, will be moved with the necessary records to Houston 30 to 45 days in advance of show opening. Neither the Houston location of the office nor the date of removal was announced.

Miss Bumpus said the directors concluded the space drawing should be delayed until March 9 because the show is scheduled for two months later in the year in 1956 than is usual. This has resulted in a slow movement of space reservations from manufacturers to the show office.

Manufacturers apparently have decided there is plenty of time for, in late December, 285 of an absolute maximum of 523 available booths had been sold. However, there was much more interest among sponsoring jobbers with 221 signed as of Dec. 20. That is more sponsoring jobbers than ever before signed up by any December previous to a spring show.

The first Southwest show, in 1938, was in January, as were the next two. In 1941 the dates were Feb. 6-9 and then came the war, after which dates for the fifth show were Feb. 27 to March 2, also in Houston, with a memorable cold blast driving through the then-unfinished Coliseum annex.

Here's what's new about the MOOG BALL BEARING IDLER ARM KIT

NEW SAFETY - Positive steering control! NEW ECONsteering control! NEW ECON-OMY-Maintains wheel align-ment! NEW CUSTOMER SATISFACTION — Users claim an amazing "power steering" effect! NEW EASE OF INSTALLATION—Any garage that can reset toe-in can install! NEW BUSINESS -For idler arm replacement and as conversion kit on hardto-steer cars!



Kit K-251 fits 80% of cars:

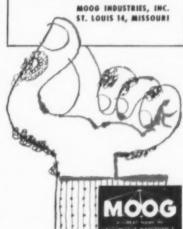
Ford, Mercury, Lincoln, Plymouth, DeSato, Chrysler, Pontlac, Buick, Oldsmobile, Cadillac, Packard, Willys, Hudson and

Kit K-252 fits Dodge

Kit K-253 Ats Packard

Kit K-254 fits Chevrolet

Write for Moog Catalog 1024 for years and models of cars, other information.











Now Available to the After Market!

Famous CASCO Electric Power Antenna!



Here's the great Casco power antenna—the original power antenna that's factory-installed as optional equipment on such fine cars as: Oldsmobile Buick Pontiac DeSoto Chrysler (Mo Par) Lincoln Mercury Packard!

ONLY CASCO, THE SMARTEST DESIGNED, EASIEST TO INSTALL OF ALL POWER ANTENNAS, GIVES YOU THESE FEATURES!

- **◆** Universal Mounting!
- Exclusive, flexible nylon casing for easy installation in confined space!
- ✓ Flexible Nylon power drive
 - ✓ Indestructible Nylon gears!



- Fully Automatic Operation; a flick of the switch from inside the car raises or lowers antenna!
- ✓ Maximum Radio performance!
- Trouble-Free operation, even when mast is covered with ice, snow, grime or bugs.
- Electric Motor Driven; assures constant power at all times on all grades; pull limit many times greater than any other power antenna!
- Smart modern design that conforms with natural fender contour; PLUS, special adjustable ball-&-socket swivel for easiest mounting to any fender style.





ANOTHER SALES WINNER IN THE GREAT CASCO "GOLD TIP" LINE—

ORDER FROM YOUR JOBBER TODAY!



Casco Products Corp., Bridgeport 2, Conn.



Top row (l. to r.): M. H. Smith, T. M. Birmingham, L. B. O'Loughlin and F. S. Stead. Above: K. J. Casper.

Five Offices Filled By Auto-Lite

A PPOINTMENT of five persons to new positions in The Electric Auto-Lite Co.'s recently consolidated replacement sales organization has been announced by W. E. Blank, vice-president in charge of replacement sales.

He said the promotions completed the general sales office reorganization designed to coordinate and strengthen the replacement sales program, formerly divided among three separate divisions

The advancements include M. H. Smith to general sales manager in charge of all sales personnel, T. M. Birmingham to sales administration manager, L. B. O'Loughlin to spark plug merchandising manager, F. S. Stead to service manager and K. J. Casper to manager of the combined sales offices.

Smith was named Southern division manager in 1948. He returned to Toledo this fall to assist in the reorganization program.

Birmingham became manager of the Southeastern division, Atlanta, in 1944. He was made manager of the west central division, with headquarters in Chicago, in 1950 and then moved to Toledo to become assistant oattery sales manager in 1951.

O'Loughlin joined Auto-Lite in 1945 as trade relations manager. He was promoted to assistant sales manager of the spark plug division in 1946 and to sales manager in

Stead was placed in charge of field engineering activities in 1952. He later took over the operation of the company's service education activities

Casper joined the office staff of Auto-Lite's Oklahoma City plant in 1936. He became a territory representative in Oklahoma in 1939 and was put in charge of the Dallas district in 1941. In 1945 he moved to Toledo to become office manager, battery sales division.

Carter Elects Bragdon

Directors of Carter Carburetor Corporation, St. Louis, Mo., have elected Dudley A. Bragdon a vicepresident. Bragdon, formerly advertising manager and manager of aftermarket sales and service, assumed the title of vice-president in charge of aftermarket sales and service.

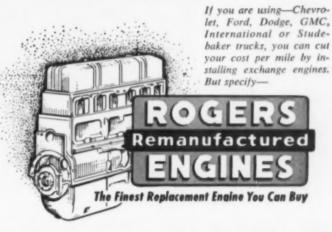
Everett Named at Indianola

Tommy Everett is now manager of the Indianola branch of D & N Auto Parts Co., Inc., Greenwood, Miss., according to Louis Post, president. Bobby Acey is territory salesman for the Indianola store and Eddie Hicks is city salesman for the Tupelo branch.

Clifton "Mickey" Watkins has been elected vice-president and director of sales for Vitalic Bat-tery Co., Dallas, Texas. Watkins joined the company in 1939 in the sales department. He was later made assistant sales manager and in 1952 was named sales manager of the western division.



Fleet Operators =



It's being proved every day. Use your skilled mechanics on the heavy-duty big jobs-put the already assembled, run-in and Dynamometer tested Rogers exchange engines in the lighter units. Save time and money.

Write, wire or call the distributor nearest you.

ALABAMA:

ALABAMA:

Andalusia—Taylor Parts & Supply
Co.
Anniston—Model City Parts Co.
Anniston—Model City Parts Co.
Anniston—Model City Parts Co.
Bassaner—Genuine Parts Co.
Bassaner—Genuine Parts Co.
Bessaner—Genuine Parts Co.
Genuine Parts Co.
Cullman—Alabama Aute Parts Co.
Decautr—Decatur Parts Co.
Decautr—Decatur Parts Co.
Decautr—Decatur Parts Co.
Pert Payne—Thompson Mir Sply
Gadeden—Bouthern Auto Supply
McCleskey Brothers
Gunterville—Barnett Auto Supply
McCleskey Brothers
Gunterville—Barnett Auto Supply
Maxion—Marien—Auto Supply
Maxion—Marien—Auto Supply
Maxion—Marien Autos Supply
Maxion—Marien Autos Supply
Maxion—Marien Autos Supply
Maxion—Marien Autos Supply
McCleskey Parts Co.
Montgomery—Moder Parts Co.
Montgomery—Moder Parts Co.
Selma—Selma Farts Service Co.
Taiciaese—Cotte Auto Supply
Co.
Wetumpka—Turers Auto Supply
Wetumpka—Turers Auto Supply
Wetumpka—Turers Auto Supply

FLORIDA:

Tallahassee Co. Keenan Auto Parts Co., Tampa-Motor Parts Co., Inc.

GEORGIA:

Albany-Brooks Auto Parts
Bruce Jones Co.
Keenan Auto Parts Co.

Alma—Butler Supply Ca.
Americas—Keenan Auto Parts Co.
Allanta—Mar Auto Parts Co.
Allanta—Mar Auto Parts Co.
Allanta—Mar Auto Parts
Perrin Auto Supply
Perve Service Ca.
Ashburn—Brooka Auto Farts
Augusta—Bowers Auto Farts
Augusta—Bowers Auto Farts
Augusta—Bowers Auto Farts
Co.
Balley—Brooks Auto Parts Co.
Balley—Brooks Auto Parts Co.
Balley—Reenan Auto Farts Co.
Brunswich—The Motor Supply Co.
Carrollton—Burns Parts Co.
Carterville—Automotive Supply Co.
Cornelia—Stacks Auto Parts
Cordele—Cordele Auto Supply Co.
Cornelia—Stacks Auto Parts
Coulomber—Heroka Auto Parts
Cuthbert—Keenan Auto Parts
Cuthbert—Keenan Auto Parts
Dublin—Dublin Motor Parts Co.
Desas Point—Genuine Parts Co.
Desas Point—Genuine Parts Co.
Elberton—Anderson Auto Parts
Glennille—Brooks Auto Parts
Glennille—Brooks Auto Parts
Hawkinsville—Keenan Auto Parts
Hawkinsville—Keenan Auto Parts
LaGranan—Fronks Auto Parts
Montenan—Reeda Auto Parts
Montenan—Reeda Auto Parts
Montenan—Reeda Auto Parts
Montenan—Reeda Auto Parts
Montenan—Colle's Auto Supply
Pery—Brooks Auto Parts
Montenan—Reenan Auto Parts
Montenan—Reeda Auto Parts
Montenan

Parts -- Pinckney's Auto Supply

Paris
Rylvania—Finckiney's Auto Supp
Eo.
Thomaston—Keenan Auto Ports
Thomasville—Bruce Jones Co.
Keenan Auto Paris Co.
Tifton—Keenan Auto Paris Co.
Tircon—Black Auto Paris
Vidalia—Brooks Auto Paris

Warner Robins-Brooks Auto Parts Wayeross-Thompson Motor Supply Wayeress—Thompson Motor Supply Co. Wayneshore—Skinner Auto Supply Cb. West Point—Cottle's Auto Supply

MURRISHIPPI:

Lucedale-Motor Parts & Supply

NORTH CAROLINA:

Asheville—Hayes & Hopson, Inc. Franklin—Slack's Auto Parts Gastonia—Gonulne Farts, Inc. Marien—Marien Auto Parts, Inc. Spruce Pine—Mitchell Aute Parts

BOUTH CAROLINA:

Alben—Thompson Motor Supply Co.
Anderson—Anderson Auto Paris
Charleston—H. Steenisen & Co.
Columbia—The Paris Co.
Easier—Anderson Auto Paris
Greenville—Battery & Electric Co.
Greenwood—Carolina Tool Co.
Grangeburg—Paris Supply Ca.
Rock Hill—Bennett Supply Ca.
Spartanturg—Spartan Automotive
Co.

Rock Hill—Sennett Supply Ca.

Rock Hill—Sennett Supply Ca.

Rock Hill—Autor Co.

Rock Hill— Co. Walterboro-H. Steenken & Co. York-York Auto Parts

TENNESSEE:

Tarinage—Aute Paris & Service Co. Canterrille—Gaborne Aute Paris C. Chattanooga—Hart's Aute Paris C. Chattanooga—Hart's Aute Paris Co. Clarkeville—Clarkeville Paris Ca. Cookeville—Aute Paris & Service Ebovah—Stevenh Wedding & Paris Ebovah—McCounter Co. Cookeville—Aute Paris & Service Ebovah—McCounter Co. Canada Cana Shengyino-Auto Parts & Service Co. Springfield-Auto Parts & Service Co. Winchester-Winchester Auto Sply Co.

JOHN ROGERS CO. 300 Hunnicutt St., N. W., Atlanta, Ga.









John Yantis of Fort Smith, Ark., above, will be among speakers at the annual convention of NSPA. Principal officers are (l. to r.): Don Teetor of Perfect Circle,

president; Hal Miller of Womwell Automotive Parts Co., Lexington, Ky., senior vice-president, and J. L. "Jack" Wiggins, who is the executive vice-president.

John Yantis of Fort Smith to Talk At NSPA Meeting on West Coast

JOHN Yantis, vice-president of Ozburn, Crow & Yantis Co., Fort Smith, Ark., will be one of the principal speakers at the annual convention of National Standard Parts Association at the Hotel Mark Hopkins, San Francisco, Calif., Feb. 21-22.

Executive Vice-President J. L. "Jack" Wiggins also announced that the convention—expected to be attended liberally, he said, by many members from over the South and Southwest—would hear these speakers:

T. Faxon Hall, vice-president of Walker Mfg. Co. of Wisconsin, Racine, will discuss how wholesalers can aid repairmen and shop operators through clinics and dealer meetings.

S. R. Robinson, advertising manager of Grey-Rock Division of Raybestos-Manhattan, Inc., Manheim, Pa., and president of the Automotive Advertisers Council, will outline results of a recent AAC survey covering jobber advertising practices.

Howard Chase, director of public relations for McCann-Erickson, Inc., New York, will suggest how greater profits can be realized through good public relations.

M. R. "Bud" Darlington, Jr., managing director of the Inter-Industry Highway Safety Committee, Washington, D. C.

William Randolph Hearst, Jr., who will speak on the need for adequate highways. He is editor-inchief and chairman of the editorial committee of the Hearst newspapers.

Walter B. Cooper, partner of Cooper-Michael Motors, Fort Collins, Colo., who will talk on better wholesaler-car dealer relations. He is chairman of the national affairs committee of the National Automobile Dealers Association.

C. M. Manasco, western regional manager of Refrigeration Discount Corp., who will talk on credit and time-payment selling, relating to the C-A-S plan of financing automotive repairs.

Other details of the program were not available at press-time, except for the part to be played by the young executives.

Members of the Young Executives Club—an active group of over 350 wholesaler and manufacturer junior executives from member-firms of NSPA—will take an important part in the NSPA 4-GP/56 "New Formula" convention, according to Howard A. McMurchie, secretary of the group.

Featured speakers will be Robert E. McNally, president, Battle Creek Motor Parts, Inc., Battle Creek, Mich., and Edmond T. Duffy, automotive distributor sales manager, Fort Wayne Division, The Weatherhead Co., Fort Wayne, Ind.

The club will hold its third annual dinner-meeting the evening of February 22 at the Mark Hopkins Hotel.

This year's event will include an audience participation program, in which the "Recruiting, Selection and Training of Personnel" problem will be exploited. A social period will follow the program, allowing club members the oppor-

tunity to enjoy and profit by a get-together with other wholesaler and manufacturer young executives.

Tampa Group Donates Tools for Workshop

M EMBERS of the Tampa, Fla., Automotive Jobbers Association used Christmas funds to purchase badly needed equipment for the Sheltered Workshop for the Handicapped.

The workshop received the following equipment given in the name of customers and friends: an industrial sewing machine, power floor saw, a heavy-duty pedestal grinder, an abrasive belt finishing machine, a threading and tapping machine, a wood-turning lathe, a heavy-duty electric drill and a variable-speed scroll saw.

Contributing members were Auto Parts & Machine Co., Inc., Bird Auto Supplies, Clarks Auto Supply, General Auto Supply Co., Floyd Wholesale Tire & Supplies, Grant Piston Ring Sales, Gulf Fabrics, Inc., Al Jones Co., Motor Parts Co., Inc., Partsco Automotive Supply, Inc., Piston Ring & Supply Co., Power Brake & Equipment Co., Rawls Genuine Parts, Inc., Reaves Auto Parts & Service, Johnny Roberts, Inc., Roller Spring & Brake Co., Tampa Auto Parts, Inc., Winn-Dotson Auto Parts.

Territory Men Assigned

Appointment of George H. Davison Co., Marietta, Ga., and Dean A. Johnson Co., Dallas, Texas, to handle the Southeastern and Southwestern territories has been announced by Alondra Sales, Inc., 959 Crenshaw Blvd., Los Angeles, Calif., manufacturer of Filt-O-Reg fuel pressure regulator and filter.



Carl E. Vaughn of Chicago has been named manager of replacement seles for National Motor Bearing Co., Inc., with headquarters in Redwood City, Calif. Vaughn was previously eastern replacement sales manager at the firm's Van Wert, Ohio, plant.

Seven Southerners Named To AC Parts Council

SEVEN Southerners have been named to the 1956 AC Automotive Parts Distributors Council, General Manager Joseph A. Anderson of AC Spark Plug Division of General Motors announced.

They are: Hubert B. Braden, American Gear & Parts, Inc., Dallas, Texas; E. J. Brickhouse, Chesapeake Auto Supply, Norfolk, Va.; K. V. Browne, Crow-Burlingame Co., Little Rock, Ark.; Frank G. McKenzie, Automotive Supply, Bluefield, W. Va.; William D. Myers, Myers Motor Supply, Joptlin, Mo.; M. D. Taylor, Taylor Parts & Supply, Andalusia, Ala., and Edward Voorhees, United Service, Nashville, Tenn.

Weatherhead Ups Duffy

Edmund T. Duffy, who for the past seven years has served as territory representative and zone manager for The Weatherhead Co., has been appointed automotive distribution sales manager by Gene P. Robers, general sales manager, distributor division, with newly established headquarters in Fort Wayne, Ind.

Kentucky Firm Adds Space

Womwell Automotive Parts Co., Lexington, Ky., has reported that a new warehouse which will greatly increase present facilities is nearing completion. It will permit moving the shop into the store location.

NOW! A Honeymoon Harvest in Automobile Air Conditioning

America's Most Wanted

Distributorship Franchise

Available

▲ Territorial expansions are being made in '56 due to FRIGIKING'S overwhelmingly popular acceptance in 1955. More under-dash FRIGIKING Refrigerative Automobile Air Conditioners were sold than all other independent brands combined. Retail price—\$298 plus installation. Units could not be produced fast enough to meet demands!

▶ Twice as many FRIGIKINGS will come off 1956 assembly lines. Engineering innovations add immeasurably to the performance without one cent being added to the price. This includes the introduction of FRIGIKING'S exclusive new MagneTouch for positive, individualized temperature control.

▲ Distributorship qualifications include the existence of, or willingness to establish, a top-level selling and servicing organization, adequate financing, ability to carry a satisfactory inventory of units and parts, a good personal and business reputation, aggressive merchandising ideas and know-how, plus the desire to accept basic suggestions that have enabled others to succeed royally as FRIGIKING Distributors.

Appointments are now being made for interviews with factory executives. Time is required to carefully analyze qualifications and contact references. So, if interested, NOW is the time to submit applications.

Frig King

LOW-COST, HIGH-CAPACITY REFRIGERATED AUTOMOBILE AIR CONDITIONER

Gentl	Phane or Write for Full Particulars FREE
	interested in a FRIGIKING Distributorship for '56 hed is summary of experience and qualifications
Name	
	(if already existent)
Name Firm (Addre	(if already existent)

Mass-producing automotive air conditioning since 1949, pioneer Frigikar Corporation has doubled production each succeeding year; also manufacturing FRIGIKAB Truck Air Conditioners and FRIGIKAR trunkmount units. All have been developed specifically to render instant high-capacity cooling under hottest climatic conditions.

THE FRIGIKAR CORPORATION PHONE RIVERSIDE 1661

Truslow and Snook to Talk Profits At Asheville Southeast Conference

Gross profit from the over-all operation and from the machine shop will be aired during the Southeast Automotive Booth Conference at Asheville, N. C., May 24-25, President M. D. "Buck" Taylor of Andalusia, Ala., announced.

"Who Is Kidding Whom about the Wholesaler's Gross Profit" will be the topic of H. B. Truslow, president of Richmond Auto Parts, Inc., Richmond, Va., long active in the industry.

Another veteran aftermarket official, George D. Snook, president of The Motor Supply Co., Savanrah, Ga., will speak on "Does the Wholesaler's Machine Shop Operate on a Profitable Basis?"

Other speakers will include B. W. "Whit" Ruark, general manager of Motor and Equipment Wholesalers Association; J. L. "Jack" Wiggins, executive vice-president of National Standard Parts Association, and Dr. James

L. Brakefield, director of public relations of Liberty National Life Insurance Co., Birmingham, Ala.

Booth conferences, in which manufacturers are being invited to participate, will be held Thursday afternoon, May 24, and from 9 a.m. to noon Friday.

A luncheon, social hour, banquet and stage show are also scheduled.

The Southeast Show, held biennially, will be staged April 25-27, 1957, at Dinner Key Auditorium, Miami, Fla.

Officers besides President Taylor include Guy B. Dodd of Jacksonville, Fla., Glenn N. Keim of Atlanta, vice-presidents; Ned E. Holland of Greenville, S. C., treasurer, and Harry F. Gee, Jr., of Atlanta, secretary.

"Toledo Steel Products has been added to our line recently," reported E. Wilson Smith, president, Albemarle Automotive Supply Co., Inc., Elizabeth City, N. C.





Top: H. B. Truslow Above: George D. Snook

TIME IS MONEY **BOOST YOUR PROFITS WITH DUAL ACTION** TWO SANDERS IN ONE! TOUGH JOBS MADE EASY SAVE WINDSHIELD SS - Surface scratches, rubs, frost quickly removed from auto glass without removing from the car. Unique action develops only mild surface heat even at speeds to 6000. Simple to use. Safe • FIBER-GLASS—Every job, patches to final finish. No Dust ● SAVE UP TO 80%— On all sanding, rubbing, polishing, "feather-edging", scuffing jobs. FAST. SEE YOUR AN Easy FOR EVERY JOB. DUAL-JORRER ACTION OR STRAIGHT LINE. OR WRITE FOR LIT-Model ERATURE JR Air. Electric.



The **PIONEER** Tool

THE FIRST ... and still the MOST POPULAR, MOST PRACTICAL, SIMPLEST, MOST UNIVERSAL tool of its kind made.

EVERLASTING... the first tools made over 25 years ago are still in service.



DETROIT SURFACING MACHINE

1245 E. Eight Mile Rd. — Detroit 20, Mich.

Oklahomans to Meet March 11 and 12

The spring convention of the Automotive Wholesalers of Oklahoma will be held March 11-12 at the Biltmore Hotel in Oklahoma City, Executive Secretary Tom Payne, Jr., announced last month.

Registration will be from 4 to 6 p.m. on Sunday the 11th, followed by a social hour from 6:30

p.m. to 7:30 p.m.

The business session will begin at 9:30 a.m. the next day, with a prominent speaker to be an-nounced later. Officers will be elected that afternoon.

Joe S. Owens of Owens Supply Co., Enid, is president; S. M. Revis of Standard Parts Co., Tulsa, is vice-president, and Vernon Kleier of Ponca Automotive, Inc., Ponca City, is secretary-treasurer.

New Orleanians Elect Kiefer President

THE Automotive Jobbers' Association, Inc., of Greater New Orleans has elected Archie B. Kiefer president.

Also named were Leonard Connet, vice-president; Edward Jennings, secretary, and Harry Weaker, treasurer. Board members include Andrew Dunn, Earl LeBlanc, Harold LeBlanc, Oscar Kagan, Jack Kessler, and John M. Walton, ex-officio.

AERA Membership Reaches 1,163

MEMBERSHIP in the Automotive Engine Rebuilders Association has reached 1,163, including jobber-rebuilders and manufacturers, it was announced last month.

Since its inception 34 years ago, the organization has grown steadily in membership even though no professional solicitors have ever been employed.

MEMA Names Griffin President for '56

Motor and Equipment Manu-facturers Association has elected H. F. Griffin, The Griffin Lamp Co., Hamilton, Ohio, presi-

Other officers chosen were H. R. LaTowsky, E. I. du Pont de Nemours & Co., Wilmington, Del., vice-president; C. H. McAleer, McAleer Mfg. Co., Detroit, secre-tary, and C. P. Brewster, K-D Mfg. Co., Lancaster, Pa., treasurer.

John Alexander Dies

John Alexander, 54, vice-president of Alexander-Seewald Co., Atlanta, died suddenly Dec. 3 at his home.

We have added Arco paints, which has been a big factor in our increased sales," said J. S. Barbour. partner, Greenville Motor Parts, Greenville, N. C.

"Everyone is glad to have E. Joe Loggans back on the job after a two-year illness," reported J. M. "Hot Shot" Nelson, president of Holston Auto Supply Co., Kingsport, Tenn.

"We have added Champion spark plugs and Prestone antifreeze to our stock recently," H. C. Thames, office manager of Piston Ring & Parts Co., Atlanta, Ga., announced.

Exide batteries have been added to the line of White Front Parts Co., Richlands, Va., reported J. D. Mullins, Jr., owner.



MEWA Convention May Attract Hundreds of Southern Delegates

HUNDREDS of wholesalers from the South and Southwest are expected to attend the annual convention of Motor and Equipment Wholesalers Association Feb. 21-22 at the Sheraton-Palace Hotel in San Francisco, Calif., General Manager B. W. "Whit" Ruark said last month.

The convention will precede the four-day Pacific Automotive Show, which itself announced last month had lined up more than 400 manufacturers for its 650 booths.

The convention committee of MEWA has invited some 20 prominent speakers in the fields of sales, management, finance, legislation and labor to take part in the convention. The convention theme will be the "Golden Gate to Profits."

Because of the squeeze on wholesalers' profits caused by rising costs and diminishing margins, the profit theme is particularly appropriate, officials said. MEWA's President John F. Creamer, president, Wheels, Inc., New York City, will open the convention with an address entitled "East Meets West."

"The Retailer Has a Duty to Justify His Trade Discounts" will be the topic of Daniel J. Hartnett, MEWA western representative and a past president of the International Booster Club.

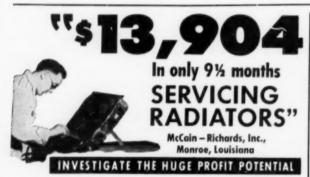
Ruark disclosed that well-known authorities on labor and legislative matters will appear. Among these will be Fred Hartley, Jr., former U. S. congressman, who was coauthor of the Taft-Hartley Act, and William Dixon, the key U. S. attorney in the government's successful prosecution of the anti-trust cases against Richfield Oil Corp. in 1951 and the Standard Oil Co. of California case in 1948.

"The Taft-Hartley Law and the Right to Work Issue" is the title of Hartley's address. Dixon will stress the need for freedom of choice in





Top: MEWA President Creamer Above: General Manager Ruark



"Our Inland-equipped radiator department took in \$15,904.14 from April 11 through the following January! Helps us maintain 100 percent service absorption. And when we pull a radiator off a car we have a good chance to sell radiator hose, thermostats, water pumps, and other related items!"

YOU CAN DO AS WELL! Pierson Chevrolet Ca., Vidalia, Ga., says: "Our Inland radiator repair department is the most profitable in our service department!" Robbins Motor Ca., Marlow, Okla. says: "Our Inland radiator department takes in \$850 a month!"

inland, world's largest radiator servicing manufactures, offers the complets package—equipment, training and merchandising. Mail the coupes for free new book, "Blueprint few Profit."

NLAND Mfg. Co.

1108 Jackson St., Dept. SA-I, Omaha S, Nebr.

"Sold Exclusively Sv Mail"

"Sold Exclusively Sv Mail"

"Sold Exclusively By Mail"	ates are now expert ra- diator repairmen. Free te Inland customers.
INLAND MFG. CO., DEPT. SA-1	
1108 Jackson St., Omaha 8, Nebr.	
Please send free book "Blueprint for Profit	L**
FIRM	вү
	TITLE
BT	



SCHOOL

Factory school trains

the service station market under the heading: "How Independent Is the Independent Businessman?"

A noted radio and TV lecturer, Dr. James W. Fifield, Jr., D.D., known for his campaign for the preservation of American freedom at the grass-roots level, will be the inspirational speaker, discussing the importance of business ethics. He is minister of the First Congregational Church of Los Angeles.

Leslie Wyre of Car Parts Co., Los Angeles, president both of the Automotive Jobber Business Association and the newly-formed California Automotive Wholesalers Association, will speak on "Organization Is the Answer."

Herman Pflug, newly-elected president of Automotive Booster Club International, will bring a message on the significance and activities of Boosterism to the industry.

Overcoming "Profitlessness"

Highlighted on the program will be a series of five-minute talks during which time MEWA members will present brief case histories of how they are overcoming the problem of "profitless merchandising."

"Group Insurance Betters Company Morale" will be the discussion topic of Virgil C. Smith, Auto Parts Co., Inc., Ann Arbor, Mich., MEWA vice-president and chairman of the group insurance program.

E. A. Littrell of Littrell Parts Co., Medford, Ore., who is also a state representative as well as a jobber, will talk on "Compulsory Automobile Inspection."

Labor union contract negotiation will be discussed by George O. Bahrs, labor lawyer and negotiator of many jobber-union contracts. He will brief wholesalers on what to expect when they are called upon to negotiate union contracts.

Thomas D. Ryan, sales manager, Visible Products Department, Remington Rand Corp., will speak on "A Business Physical Checkup." Warren Porter, assistant manager, Distributor's Institute, will speak on "Insuring Management's Succession."

Washington, D. C. general counsel for MEWA, J. W. Cassedy, will speak on "Serving Automotive Wholesalers in Washington." Carl B. Dietrich, MEWA director of member services, will stress particular points of application of general principles to practical jobbing operations.

The MEWA Young Executive Group 1955 essay contest winners will participate in the reports on their essays based on the theme "The Jobber Fights Back"—against the problems of reduced profit, curtailed markets and rising costs.

"If You Really Want to Sell . . ." will be the subject of a panel discussion led by Colman O'Shaughnessy, midwestern manager of Motor Service magazine, who will be assisted by Robert L. Schutte, MEWA's merchandising counsel, and others.

Automotive education will also be included in the program. Automotive Mechanic Institute's president, Frank Bregnard, will outline a program to cope with the growing problem of lack of education among the trade, particularly in engineering developments.

Another session will be conducted by Richard A. Melvin, MEWA's director of member relations

In closing the convention, Ruark will speak on "Profit Squeeze Puts Brake on Distribution."



will gladly pay a little more for a bang-up inside cleaning job . . . and they'll come back next time. Jarrett's Exclusive Car Appearance Products make the job easy and profitable. Here are three of them:



Jarrett's PLASTO CAR INTERIOR CLEANER*

Quickly cleans plastic and leather without penetrating and without that "milky" look. Eliminates danger of mildew.

* Do not use on suede or moracco.



Wite-Wall Super Car Wash De Greasel
Spra-Wite Super Buper Kwik
Tire-Brita Car Wash Plasto
Relor-Mu Fast Seds Golden Concrete
B-Ice Fresh An Clean



Jarrett's FRESH 'AN CLEAN

Gentle rubbing deodorizes as it removes grease and stain from rugs, upholstery, and ceilings. Absorbs tobacco, animal, and other offensive adors and leaves the car fresh as a Spring marning.

Jarrett's KOLOR-NU

Restores brightness an any color floor mat or trim. Leaves a wax-like finish which preserves leather.





Satisfaction Given - Not Promised CECIL H. JARRETT COMPANY, INC.

MANUFACTURERS OF CAR APPEARANCE PRODUCTS . NEWTON, N. C.



Shown are five of the ten calves bought with Christmas funds and presented to the Alabama District One Tuberculosis Sanatorium at Decatur as a gift from the customers of Auto Electric Supply Co., Automotive Paint & Parts Co., Decatur Parts Co. and Williams Auto Parts Co., all of Decatur, and Motor Parts & Service, Haleyville, Jim Easter, a patient, and Roy Odom of the hospital board are pictured.

Southeastern Boosters Elect Officers

SOUTHEASTERN Automotive Booster Clubs have announced the election of officers for the 1956 term. Among these are:

B-35, Richmond: Wm. C. Chaney, Jr., president; W. H. Walters, first vice-president; D. L. Churchwell, second vice-president; P. J. De-Voto, secretary, and K. C. Lambert, treasurer.

B-36, Jacksonville: V. L. Richards, president; J. V. Lewis, Jr., first vice-president; Guy M. Perry, Jr., second vice-president; James H. Jones, secretary, and James F. Heekin, treasurer.

B-25, Memphis: Clyde Miller.

president; Wm. R. Irwin, Jr., first vice-president; D. P. West, second vice-president; H. R. Robbins, secretary, and J. R. Sullivan, treasurer.

B-38, Birmingham: Max H. Eisenberg, president; Ed Hallman, first vice - president; John W. French, second vice-president; Willard B. Bowen, secretary, and William W. Cherry IV, treasurer.

B-40, Washington, D. C.: Jim Paera, president; Sidney A. Meyer, first vice-president; Edgar H. Negus, second vice-president; Thomas L. Wheeler, secretary, and Thomas N. Perry, Jr., treasurer.

B-44, Nashville: Joseph E. Franzle, president; J. Richard Tate, first vice-president; Ernest E. Hooper, second vice-president; C. Philip Scales, secretary, and J. Paul Saunders, treasurer.

L. W. Chambers, owner of Chambers Automotive Supply. Princeton, W. Va., reported, "We have just recently employed Earl Campbell for the Welch, Bluefield and Tazewell areas. We are also adding Don Jackson on January 1 for the Giles and Summers county areas."

MAXIMUM EFFICIENCY

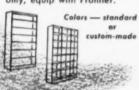
FRONTIER

all-steel

PRODUCTS

- . Parts Bins
- Storage Shelving
- Work Benches

Frontier units adapt to expansion of floor changes. They increase space, save time, reduce overhead, and are easy to move, to fit any change of floor plan. To operate at highest efficiency, with real economy, equip with Frontier.



Write for Price List

FRONTIER
MANUFACTURING CO.

P. O. Box 13266

Dallas, Texas



FILT-O-REG cuts fuel waste, prevents stalling, stops flooding. It feeds the full and correct amount of filtered fuel to the carburetor at minimum pressure under any load, at all speeds and extreme weather temperatures. Guaranteed to exert a maximum of 2 lbs. P.S.I. constant fuel pressure on the carburetor float valve and seat. This provides the proper float level under all driving conditions. FILT-O-REG fits in the fuel line between the fuel pump and the carburetor. Factory set ...no adjustment is ever necessary.

Complete Satisfaction Guaranteed

SOLD ONLY THROUGH AUTOMOTIVE JOBBERS Alondra Sales, Inc., 959 Crenshaw Blvd., Los Angeles 19

Sales Volume down, They Like It! 80% Report Volume Ahead in 1955

SALES volume is down and they're glad of it.

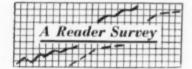
That's what some firms reported last month, comparing the figures for the first 11 months of 1955 with the same period of 1954.

For example, an Alabamian said: "We are running about 5% behind last year's volume, with operation costs cut about one-third, which has made a favorable pic-

ture in the profit side."

And this came from a Texan:
"Sales volume down 10%. This

downward trend is of our own choosing. We have cut out some business that was not too good



from a profit standpoint and some business that was costing us too much to obtain. Our profit picture percentagewise is going to be better this year than last year's."

They were among replies to a questionnaire mailed 350 wholesalers over the South and Southwest.

Eighty per cent of the respondents said their sales were above the same 11 months of 1954. The remaining 20% was divided equally between those who reported the same volume and those experiencing less. The increases were listed by big and little firms alike.

An Oklahoman commented:

"Down 10%. Have been reducing territory and manpower this year and am satisfied, because I have raised my net!"

Optimism for '56 sales was expressed by some executives, such as one in central Texas whose volume rise was "5% plus" and who added:

"We expect improvement to continue well into 1956."

A Virginian complained:

"Price-cutting on equipment is getting rough. I don't know the answer. Everytime one quits, two others begin."

He added this observation:

"Our 7% increase (in sales) doesn't look so good, but in 1954 we increased 21% over 1953, so that working against that increase we are nearly 30% over 1953.

which we think is fair.

"We have cut down to a fiveday week and are tickled 'pink.' We are kicking ourselves for waiting 15 years too long to do this. We do keep one man in our store from 8 a.m. to noon on Saturdays for emergency service.

"We believe all jobbers should close on Saturdays, and yet this might not be any good in other sections of our nation, but it certainly suits us — and we don't believe we lose much volume!"

The increases ranged generally around 10% or slightly less, although there were a few examples of above 20%. A West Virginian pointed out that while his sales were up, so were prices, winding up with "about the same gross."

A Kentuckian with an increase of 5% said plugs, ignition, muffler and tailpipe sales were up but hard parts were down.

Some said their sales were up but profits were about the same.

A new and fast-moving line of paint accounted chiefly for a North Carolinian's sales being 5% ahead.

A Mississippian observed:
"We are 3% ahead of last year
due to better farm crops. Our
largest problem today is the large
car manufacturers' sales policies to
the general trade, as on many items
we cannot meet the resale schedules the car manufacturers have."

Opening new branches helped some firms to show an increase.

One North Carolinian said his sales were up 16% and then he added:

"Car manufacturers are forcing their dealers to buy their merchandise, also cut prices on other products.

"Manufacturers will sell any firm who wants to buy as a jobber."

A North Carolinian with a climb of 10% said half was due to price advances and half to volume increase.

Said a Birmingham, Ala., jobper:

"Approximately 18% ahead of 1954. Looking forward to another good year in 1956!"

An Atlanta, Ga., house listed a rise of 2% with this observation:

"Looks like the upward trend will continue for some time to come before tapering off to normal."



discuss "The Future of the Automobile Retailing Industry." An address by Senator A. S. "Mike" Monroney (D.-Okla.) will conclude this session. The senator's Senate Interstate and Foreign Commerce subcommittee is making a "thorough study of all phases of automobile marketing."

The 2:30 p.m. Tuesday afternoon session will hear Charlotte Montgomery of Good Housekeeping Magazine on "Selling Cars to Women;" Birkett Williams, NADA director of Cleveland, Ohio, on "How to Clean Up False and Misleading Advertising at Local Level," and Vince T. Baker of Pueblo, Colo., sales consultant, on "Getting More Business from Your Business in 1956."

The traditional convention ball will be held at 9:30 p.m. that night.

NADA's "Action Program for 1956" will be outlined at the session opening at 10 a.m. Wednesday, with participants including Walter B. Cooper of Fort Collins, Colo., chairman of the national affairs committee; Frederick M. Sutter of Columbus, Ind., chairman of the industry relations committee, and Frederick J. Bell, executive vice-president of NADA.

The closing business session will be held at 2:45 p.m. and the final convention event will be an entertainment program at 8:30 p.m.

Chairman of the convention committee is A. Leftwich Sinclair, Jr., a Washington, D. C., Dodge-Plymouth dealer.

Roanoke Dealers Elect Brown

L. O. Brown, Sr., president of Blue Ridge Motors, Inc., was elected president of the Roanoke, Va., Automobile Dealers Association recently. Also named were Joe L. Hill, president of Valley Cadillac-Oldsmobile, Inc., vice-president, and Harry G. Johnson, Jr., secretary-treasurer.



Appointment of Harold Holmes as midwestern regional representative of the Inter-Industry Highway Safety Committee was announced last month by M. R. Darlington. Jr., managing director. His region will include North Dakota, South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri, Wisconsin, Illinois, Michigan, Indiana and Ohio, Holmes joined the staff after five years at South Dakota State College.

Mr. **DL**'says: "**NEVER** clean hands with <u>SOLVENTS</u> or <u>ABRASIVES</u>! Be SAFE, reach for **DL** HANDI-CLEANER!"



Solvents and abrasives irritate even the toughest skin... cause infections that can lead to Dermatitis. When grime and grease defy soap and water use DL HANDI-CLEANER... watch stubborn grime and grease dissolve with or without water.

Fortified with Lanolin and Hexachlorophene DL keeps hands soft, guards against infection and prevents the spread of Dermatitis.





WONDER SEAL

-THE ORIGINAL-

INSURES A WATER TIGHT JOB

Ask your Jobber.

ON REBORE—REBUILD—RE-RING AND VALVE JOBS

Why take a chance on comebacks.

When ever cylinder heads are removed use WONDER SEAL and charge it to your parts cost.

High pressure cooling systems demand WONDER SEAL.

SEALS AND REPAIRS BLOCKS— HEADS—WELDING LEAKS.

Miller Mfg. Co.

Dept. S. Camden 5, N. J.

Federal Trade Commission Attacks GM's "Genuine"; Officials Answer

THE Federal Trade Commission charged General Motors Corp. last month with falsely advertising that "genuine Chevrolet" replacement parts are better than the same parts sold by competitors without the "genuine" tag.

The FTC complaint said GM buys many of the Chevrolet parts from other manufacturers, some of whom design the parts themselves and sell to others besides GM.

These parts, the commission added, "are at least equal in all material respects" to those sold by GM.

The parts bought by GM, it said, are advertised as "genuine" with the implication being that all others are not as good. It accused GM of representing that the Chevrolet parts it distributes are designed and manufactured exclusively for GM and said this was "false, misleading and deceptive."

Says Injures Competitors

These claims "divert business from competitors to their injury and the injury of the public, in violation of the Federal Trade Commission Act," the FTC said.

GM was given 30 days to file an answer. A hearing before an FTC examiner was set for Feb. 14 in Detroit.

The question of GM activity in the replacement parts business came up earlier last month during hearings of a senate antitrust subcommittee headed by Sen. O'Mahoney (D-Wyo),

However, the FTC said its complaint "had nothing to do with" the senate hearings, and that it went to work on the case long before them.

O'Mahoney asked GM officials whether they were trying to squeeze out independent manufacturers, wholesalers and jobbers of replacement parts for GM cars.

President Harlow Curtice and other GM officials testified they were not, that GM was only trying to get its fair share of the business. They said that while GM sells over half of all new cars and trucks, it has only 20% of the parts business.

Curtice said GM gets 68% of its goods from 21,000 suppliers and that they had grown and prospered along with GM. Sherrod E. Skinner, GM vice-president in charge of accessories, said that the company's distribution of parts at wholesale through its dealers has not changed GM's position in the replacement parts market to a great extent. Curtice added that GM is doing 20% of the business and independent manufacturers are doing the rest. He said he expects any increase in GM business to come through United Motors Service rather than through dealers.

William F. Hufstader, GM vicepresident in charge of distribution, said "General Motors does not subscribe to the business philosophy that a motor vehicle manufacturer need not concern itself with the motor vehicle replacement parts business. General Motors considers the broad distribution of its automotive replacement parts to be essential to the effective servicing of its products. . . .

Design of GM's Plan

"The General Motors parts wholesale plan was designed to broaden the availability of General Motors car and truck parts to a large number of its owners. . . . On Dec. 31, 1954, there were a total of 23,622 General Motors dealer outlets. . . . Of 15,610 who participated in the plan, only 2,966 sold 40% or more of their parts business at wholesale . . . These figures dispel any inference that the plan has generated the serious competition which other witnesses have suggested they are receiving from dealer wholesalers. . . .

"General Motors paid excise taxes in 1954 on automotive replacement parts in the amount of 22.9% of the total of such excise taxes paid. This may be construed to mean that General Motors obtains about 23% and the rest of the industry obtains about 77% of the total automotive replacement parts market. It should be pointed out, however, that about 44% of the total cars and trucks in operation are of General Motors manufacture. . . .

"We are accused of price fixing. Yet the prices we are accused of fixing are the prices of our own products. We are not accused of joining with competition in fixing



prices. The complaint seems to be that the public would be better served if General Motors let the independent parts manufacturers establish the prices of General Motors replacement parts and if General Motors followed the prices so fixed.

"We are accused by Mr. Halfpenny (Harold T. Halfpenny, attorney for the National Standard Parts Association) of establishing low discounts and high prices on so-called 'captive' items in order to subsidize high discounts and low prices on items competitive with independent manufacturers. . . .

By their (witnesses') own definition 'captive' parts are those items which the independent manufacturers do not elect to manufacture, either because the tooling cost is too high, or the volume is too low to be profitable. In other words, if these items are 'captive', it is only because the independents have elected to make them 'captive.' . . .

"While there may be parts among the thousands stocked by General Motors where the list price appears high and the discounts appear low, it must be kept in mind that the vast majority of these items are slow-moving. . . .

"As a manufacturer we are desirous that the people who drive General Motors vehicles enjoy economical transportation. We are desirous that our dealers profitably maintain adequate inventories to serve the needs of the car owners who patronize them. We are also desirous that all wholesalers handling General Motors parts profitably maintain adequate inventories to serve the needs of independent garages, jobbers and fleet accounts. In brief, General Motors endeavors to price its parts so as to balance the equities of all interested parties. . . . Price comparisons at the wholesale level do not support the inference of prior witnesses that General Motors underprices the market at that level. . . .

"General Motors categorically denies that it coerces its dealers either directly or indirectly to purchase General Motors replacement parts from it....

"Mr. Halfpenny and Mr. Cassedy (James W. Cassedy, Washington attorney for Motor and Equipment Wholesalers Association) have testified that United Motors Service Division in introducing the General Motors car parts program to their distributors presented a so-called 'package' and insisted that the warehouse distributors purchase the package. This statement is not correct and the inference that we exerted coercion in forcing parts on warehouse distributors is unfounded....

"Under (General Motors) liberal return agreements and even more liberal repurchase practices, it would be of little purpose for General Motors to oversell their parts or overstock their dealers....

'An insistent complaint relates to the advertising of parts distributed by the motor vehicle manufacturers as 'genuine' parts. A 'genuine' Chevrolet part is a replacement part for a Chevrolet motor vehicle. It is distributed and warranted by General Motors Corporation. The part is designed and engineered for use in Chevrolet motor vehicles by Chevrolet engineers. It may be made by Chevrolet or may be made by others for Chevrolet to Chevrolet's manufacturing specifications and subject to Chevrolet's inspection and acceptance. . ."





Texas Still Leads in Truck Sales; Georgia Runs Second in the South

Texas continued to lead in the sale of new trucks with 72,059 registrations in 1954, according to the Automobile Manufacturers Association's 1955 edition of Motor Truck Facts announced last month. California was second with 63,966. New York third with 41,352, Pennsylvania fourth with 38,654 and Illinois was fifth with 37,376.

Georgia ranked second to Texas in the Southern states with 24,601. Missouri had 23,498; North Carolina, 22,130; Florida, 22,072; Oklahoma, 18,656; Louisiana, 18,539; Tennessee, 18,258; Mississippi, 18,180; Virginia, 17,373; Alabama, 17,247; Kansas, 16,371; Arkansas, 16,102; Kentucky, 15,658; Maryland, 9,881; South Carolina, 9,832; West Virginia, 7,130; New Mexico, 7,059; Delaware, 2,527, and Washington, D. C., 2,187.

Truck Operators Really Pay!

Truck operators pay one-third of all special automotive taxes levied in the nation, although trucks comprise only 17% of the motor vehicles and account for only 18% of the total vehicle mileage on the nation's streets and roads, said the AMA.

In 1954, special truck taxes reached an all-time peak of \$1,771,483,000, including federal excise taxes, state registrations and carrier fees, state gasoline taxes and local taxes and tolls. The total in 1955 was expected to reach an estimated \$1,850,000,000, the AMA said.

A table on truck registrations from 1904 to date showed that the rumber of trucks in the nation will exceed 10 million this year for the first time in history. This is twice the total for 1945.

Nearly half of the world's trucks are in the United States and more than 2½ million trucks are on tarms.

According to AMA's booklet, the U. S. is producing trucks and buses at a rate of more than one million yearly, accounting for approximately half of world production. Truck and bus transportation now provides jobs for 6,725,000 Americans.

A record 208 billion ton-miles of freight was hauled by trucks in inter-city service during 1954. Surveys of major food markets show that practically all live poultry and fresh eggs are shipped by truck in the U. S. Eighty per cent of livestock and 52% of fruits and vegetables are trucked to market. Approximately 80% of motor vehicles are shipped from factories by truck.

The average age of trucks in the nation is 6.6 years, compared with 5.6 years in 1941. One out of six trucks in use is a prewar model.

Some 650,000 trucks and buses are scrapped yearly, and three out of four trucks sold are needed to replace scrapped units.

Comparing notes during a "coffee break" in the recent 19th session of the dealership management conference at Mercury Division general offices in Detroit are three dealership representatives from the South (l. to r.): W. H. Jenkins, Jr., Beeville, Texas; Dale Cearley, Temple, Texas, and Jack Davis, Winston-Salem, N. C. All three received certificates upon completion of the two-week conference which reviews all phases of automotive management and selling.





\$100,000 Parts Inventory Counted In Hours by Dealer at Montgomery

COUNTING a parts inventory of more than \$100,000 was handled last month in a matter of hours at Capitol Chevrolet, Inc., Montgomery, Ala.

This annual necessary but never popular activity for a lot of automotive concerns was accomplished partly by hiring six men (at \$25 for the job) for a weekend. The men were regular employees of parts houses in Montgomery who were familiar with parts inventory.

Before the count began, however, regular employees had attached a three-part tag to the bins indicating the parts but not the quantity. Then the first team of counters came through and entered the count. A second team followed. If the counts coincided, the tags were turned down. If there was disagreement, a third team established the correct count.

The men worked from 1:15 p.m. to 9 p.m. on Saturday. The count was completed in about an hour on Sunday morning. Then for about eight hours the alphabetical listing—using a card system which was adopted four years ago — was the basis for arranging the inventory count to coincide with the Chevrolet – approved numerical system. Everything was ready for business when the dealership opened Monday morning.

Said President Frank E. Mc-Gough of Capitol Chevrolet:

"We tried practically every method of inventory-taking we had ever heard of anyone uncovering. We even tried the services of a firm which specializes in this field, but we found this system which we have worked out to be the best.

"This is by far more accurate than anything we have ever tried.

"Because of our system we have been able to reduce our inventory a fourth and yet our sales have doubled in the four years."

The efficiency of the parts department wasn't altogether explained by the remarks of the president. A tip-off came from L. E. Phillips, the parts manager:

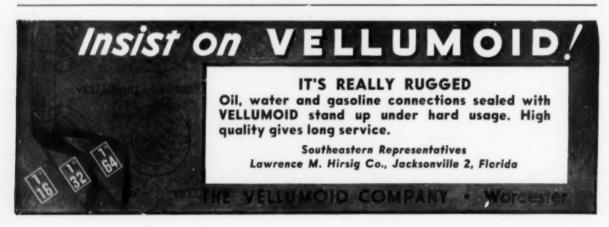
"Mr. McGough worked right along with us when we were counting. He was here that Saturday night and on Sunday and I'll bet he picked as many parts as any man we had working."

How many dealers in a dealership this size take such an interest in their parts departments? The firm is the sole Chevrolet dealership for Alabama's capital.

The president of Capitol Chevrolet has been very active in GM's program of training up the sons of long-time dealers.

A few moments after it plunged through a "front page" announcing the event, the 34 millionth Chevrolet joined the fight against infantile paralysis. Chevrolet dealers of Greater Baltimore donated the milestone car to the March of Dimes at a ceremony honoring Tommie Woodward. 5, the "poster boy" of the national campaign. Also shown (l. to r.) are Gov. T. R. McKeldin and U. S. Senator John M. Butler of Maryland and L. C. Fitzgerald, plant manager.





Roy Abernethy Goes Up At American Motors

Roy Abernethy has been named to the newly-created position of vice-president in charge of automotive distribution and marketing of American Motors.

Abernethy, 49, has been vicepresident in charge of Nash Motors Division sales since October, 1954. In his new post, he will coordinate the sales programs of all American Motors cars, a function carried out personally by President George Romney during the reorganization





Top: Roy Abernethy Above: John W. Raisbeck

period following the merger of Nash-Kelvinator and Hudson 19 months ago.

The Hudson sales division will continue under the immediate direction of N. K. VanDerzee, vice-president. As successor to Abernethy in the post of Nash sales vice-president, John W. Raisbeck was promoted from assistant general sales manager.

"The expansion of our automotive distribution program now has advanced to a point where it demands full-time direction, particularly in the development of the joint Rambler and Metropolitan programs and the wide range of supporting activities behind all our product lines," Romney said.

TBA Council Created By GM's AC Body

A NATIONWIDE tire, battery and accessory advisory council has been established by AC Spark Plug Division of General Motors.

The prime object of the newly organized council is to effect closer relationship between TBA management and AC, officials said last month.

Organizational plans for the council were formulated by Joseph A. Anderson, AC general manager, and E. H. Francois, AC sales manager of replacement products. Plans were presented for TBA management approval at a meeting in St. Louis.

Ten TBA management representatives from all sections of the country were named to the council. Plans call for the council to meet twice a year. The first meeting is scheduled to be in mid-March. Members include:

Thomas L. Cunningham, Aetna Oil, Louisville, Ky.; A. H. Heidingsfelder, Pan-Am Southern, New Orleans, and John K. Howe and Gene Crouch, Skelly Oil, Kansas City.

GM Franchise Extension Is "Step," NADA Says

DIRECTORS of General Motors meeting in New York last month were notified that extension to five years of the selling agreement between GM and its dealers "is a step in the right direction but of no great benefit unless certain inequities are removed."

This opinion was expressed by the National Automobile Dealers Association in a telegram directed to Alfred P. Sloan, GM board chairman, and signed by Rear Admiral Frederick J. Bell, USN (Ret.), executive vice-president of NADA.

The wire urged legal representation for dealers involved in future hearings before the General Motors Dealer Relations Board because such hearings "cannot now be considered 'impartial' and when the general counsel of GM is a member of the board."

An offer to "help General Motors clean up new-car bootlegging as it affects GM dealers" also was contained in the telegram sent to the board.



Truck-Trailerites Plan Mississippi Session

A N EXTENSIVE program, covering almost every subject of current interest to highway transport, will be presented by the Truck-Trailer Manufacturers Association during its 15th annual convention at the Edgewater Gulf Hotel, Edgewater Park, Miss., January 21-25.

Registration will begin on Saturday to allow adequate time for

the program.

The opening address, "1956 — Transportation's Crucial Year," will be delivered on Monday, January 23, by C. J. "Jack" Williams, newly-elected president of American Trucking Associations. Tuesday will be "Truck-Trailer Day." Election of officers and presentation of committee reports will be held on Wednesday, followed by the annual banquet on that evening.

Five Southerners Named Officers of NADA

THE National Automobile Dealers Association named regional vice-presidents for the coming year during the meeting of the executive committee in Washington recently.

Among those named were John R. Fader, Delaware, Region 3; Paul R. Lauritzen, Richmond, Va., Region 4; L. Flowers Hamrick, Greenwood, Miss., Region 7; R. D. McKay, Wichita, Kan., Region 9; and H. L. Galles, Jr., Albuquerque, N. M., Region 10.

Dodge Conference Keeps Miles, Elects Lander

THE Dodge Dealer Advisory Conference has reelected Ferris Miles, president of Ferris Miles, Inc., Redwood City, Calif., chairman of the national committee. John H. Lander, president of Lander Motors, Inc., Atlanta, Ga., was named vice-chairman.

T. A. Galyean, president of Tag Galyean, Inc., Charleston, W. Va., was elected chairman of the national public relations committee. O. R. Mitchell, president of O. R. Mitchell Motors, San Antonio, Texas, will serve as a member.

Named to other committees were Sam W. Jones, president of Hampton Motors, Inc., Columbia, S. C., Joseph R. Trew, president of Trew Motor Co., Washington, D. C., national vehicle service and





Top to bottom: John H. Lander Sam W. Jones

service maintenance committee; Homer W. McLeod, vice-president of Leflore Auto Co., Greenwood, Miss., national dealer-factory relations committee; Sidney M. Bacon, president of Sid Bacon Motor Co., Salina, Kan., and M. R. Young, president-treasurer of Worden-Young, Inc., Baltimore, Md., national business management, reporting and accounting committee.

Mel B. Casler, president of Liberty Motors, Inc., Birmingham, Ala., was elected a member of the national advertising and merchandising committee.

Used-Car Body Slaps At Anti-Trust Move

In A statement filed with the anti-monopoly subcommittee Dec. 9, Raymond R. Dickey, general counsel, National Independent Automobile Dealers Association, asked that the committee not consider any exemptions to the anti-trust laws which would allow automobile manufacturers to cancel the franchises of their dealers who might sell to non-franchised dealers.

The association is an organization of dealers who sell both new and used automobiles. In the main, these dealers do not have franchises from the manufacturers of the new cars which they sell.

Dickey said that there has been a growth in the automobile department store or supermarket sort of retailing and that the public apparently liked to be able to compare different makes of automobiles at one location. He asserted, "We feel that the American public has a right to buy automobiles, new or used, from whatever dealer the public believes offers them the best deal."

Dickey said the president of the association, Stacy Rowell of Miami, Fla., had instructed him to tell the committee: "Let the automobile manufacturers produce all the cars they can — and we'll sell them and the public will buy them and nobody will get hurt except the fellow who doesn't know his business."

South Floridians Give Grafting Machine

THE South Florida Automotive Jobbers Association decided to forego sending usual Christmas remembrances to customers and instead presented The Variety Children's Hospital a skin grafting machine in the name of their customers and friends.

Members of the association are; A & Z Auto Parts, Auto Parts Warehouse, Berner-Pease, Biscayne Auto Parts cayne Auto Parts, Electrical Equipment Co., Inc., Electric Sales Service, Inc., F & F Auto Supply, King Auto Parts Co., Marcus Auto Supply, Miami Automotive Parts Co., Inc., Miami Parts & Spring Co., Inc., Motor Service, Inc., Northwest Auto Supply Co., Patten Sales Co., Inc., Piston Ring & Supply, Redland Motor Parts, Trail Automotive Parts Co., Trail Auto Parts of So. Miami, Try-On Auto Parts and West Miami Auto Parts.

Henderson Resigns NADA; Virginian Joins

HORACE E. "Hunk" Henderson resigned Dec. 26 from the National Automobile Dealers Association staff to become a consultant to the director of the International Cooperation Administration in Washington.

He was succeeded by Sumpter T. Priddy, Jr., national vice-president of the U. S. Junior Chamber of Commerce, who for several years has been associated with a General Motors dealership in Waverly, Va.



Officers elected last month to head up Automotive Affiliated Representatives include (l, to r.): seated, Claude E. Sharp of Detroit, first vice-president; W. Frank Russell of Dallas, Texas, president, and Lou S. Cohen of Chicago, treasurer; standing, Ed L. Lee of New York, executive secretary; J. Austin Elliott of Vancouver, second vice-president, and J. McEwen Cherry of Nashville, named secretary.

NADA Lauds New Dealer Contract Now Provided by American Motors

THE National Automobile Dealers Association called a new declaration of dealer policies by the American Motors last month "the most progressive step taken by any manufacturer since the establishment of a quality dealer program by Alfred P. Sloan, Jr., many years ago." The new American Motors dealer policies were announced by George Romney, president and chairman of the board.

"The wording of these policies and more especially the underlying philosophy that is woven into them should inspire continuing loyalty between American Motors and its dealers," said Rear Admiral Frederick J. Bell, USN (Ret.) executive vice-president of NADA.

"Mr. Romney is deserving of the highest praise for taking this forthright and necessary action. The policies that have now been established by him reflect the views and desires of the entire retail automobile industry. NADA congratulates American Motors and its board chairman and president."

In recent weeks public attention has been focused on the unilateral and one-sided aspects of the selling agreements between automobile makers and dealers. The American Motors declaration sets up dealer councils elected by dealers themselves. These councils will advise the company on all matters affecting dealers and customers. Included under the scope of the council's responsibilities is advice on the length of the franchise and other provisions in it.

American Motors also promised joint action between the company and dealers to prevent unethical advertising, selling, financing and servicing. Dealers will be brought into the production totals more closely than in the past and will share financially in the future growth of American Motors. Dealers will also sit on a council which will hear all dealer cancellation cases.

Norfolk Firms Follow Yule Gift Custom

M UCH-NEEDED equipment was given last month to The Florence Crittenden Home, Edgewater Home for Girls, Home for the Aged and Patrick Henry Hospital for Christmas on behalf of the customers of the following Norfolk, Va., wholesale firms:

Car Parts Service Corp., Deming Supply Co., General Automotive Supply Co., Inc., Hunt Auto Supply Co., Inc., McLean Auto Supply Corp., Rountree's Paint & Spray Equipment Co. and Standard Parts Corp.

SAE Selects Detroit; Delaney Takes Helm

THE annual meeting of the Society of Automotive Engineers was scheduled for January 9-13 in the Hotel Statler and Sheraton-Cadillac Hotel at Detroit.

George A. Delaney, chief engineer, Pontiac Motor Division, will take office as SAE's 1956 president.

Atlantans Elect Westbrook

Joe Westbrook (Dodge-Plymouth) is the new president of the Atlanta (Ga.) Automobile Association. Other officers include Dan Graham and Tom Moore, vice-presidents, and Ben Brady, secretary-treasurer.



Be Ready For The Growing Demand For SAFETY BELTS

Safety Belts are in the news. More and more people are asking for Safety Belt protection.

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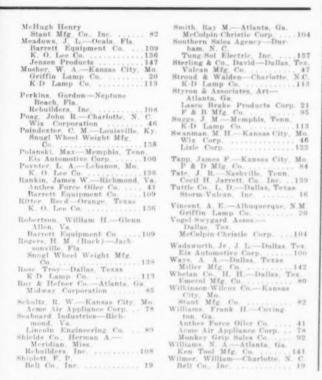
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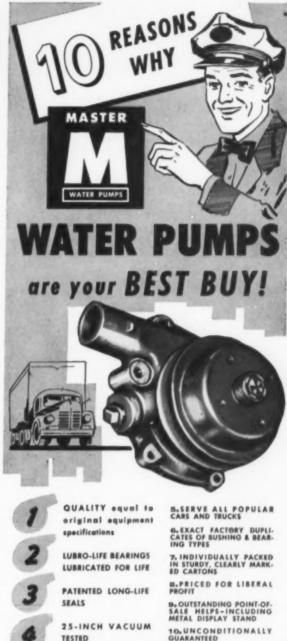
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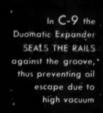


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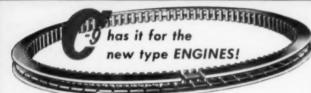
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